

## OCAQUATICS BECOMES FIRST B CORPORATION CERTIFIED SWIM SCHOOL IN THE WORLD

*Miami-based Swim School Secures Prestigious Certification Thanks to their  
Commitment to People and the Planet*

**Miami, FL (September 13, 2022)** – Miami-based Ocaquatics Swim School has officially achieved Certified B Corporation® Status, becoming the first swim school in history to secure the prestigious designation. Governed by the non-profit, B Lab®, B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency. Certified B Corps are for-profit companies that focus on a triple bottom line of people, planet and profit while also using their business as a force for good.

Images [here](#).

The certification for Ocaquatics comes on the heels of a 3 year long process to align every aspect of the company with B Lab's requirements. In that time, Ocaquatics has introduced multiple efforts towards a more sustainable business model, including being a member of 1% For the Planet, becoming Certified Carbon neutral, a partner of Conscious Capitalism and a Top Workplace ranking from the Sun Sentinel for the last 5 years.

"The purpose of Ocaquatics has always been to make a positive difference to our families, our team members, our community and the planet. A B Corp certification is the result of many years of working towards these principles," said Miren Oca, Founder and Director of Ocaquatics. " We are proud to have been recognized by B Lab and we are excited to continue the journey of becoming a better business everyday!"

Certified B Corporations®, or 'Certified B Corps' are accelerating a global culture shift by building a more inclusive and sustainable economy through a redefinition of success in business. Certified B Corps use profits and growth as a means to achieve positive impact for their employees, communities, and the environment. In order to achieve certification, a company must demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80 or above and passing a risk review. They must also make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status if available in their jurisdiction. Finally, they must exhibit transparency by allowing information about their performance measured against B Lab's standards to be publicly available on their B Corp profile on B Lab's website.

"Not only did we want to achieve this certification for ourselves, we also hoped that we could be an example to help lead the B Corp movement in South Florida," continued Oca. "We hope that our new designation sparks interest from other companies like us that are looking to use the power of their business as a force for good and build momentum towards social and environmental sustainability in the local business community."

As leaders in the movement for economic systems change, B Corps reap remarkable benefits. They build trust with consumers, communities, and suppliers; attract and retain employees; and draw mission-aligned investors. As they are required to undergo the verification process every three years in order to recertify, B Corps are by definition also focused on continuous improvement, leading to their long-term resiliency. The business model of Ocaquatics is a perfect match for the certification, and they look forward to continuing their journey toward bettering the lives of their team, customers, the environment and their local community.

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#### **ABOUT OCAQUATICS**

Ocaquatics was founded in 1994 with the mission to teach families to love swimming and become safer, more comfortable, and more responsible in, on, and around the water. They share a commitment to their team members to help them grow within a framework of social and environmental responsibility, so that they grow the school in a sustainable way and make a difference in their community. The company teaches all ages, from infants to adults, across 5 indoor, warm water locations around Miami. To learn more, visit <https://www.oaquatics.com>.

#### **ABOUT B CORPORATIONS**

Certified B Corporations are leaders of a global movement of people using business as a force for good. They meet the highest standards of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems. There are more than 5,800 Certified B Corporations in over 158 industries and 85 countries with 1 unifying goal – to redefine success in business. To learn more, visit <https://bcorporation.net>.