

Small Business Takes on Big Capitalism: Magic Weighted Blanket Accepts Social Capitalism Challenge

*New consumer-driven economic model puts people and planet over profit
— starting from the bottom up*

LOS ANGELES, CA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [Magic Weighted](#)

[Blanket](#), a small American-made wellness brand, today announced that it has officially accepted the [Social Capitalism Challenge](#), becoming the first business to publicly commit to a new economic framework designed to rebuild trust between businesses, workers, and consumers.

“

What if businesses existed primarily to support a safe, comfortable, and fulfilling life for people—rather than treating people as a means to maximize profit?”

Keith Zivalich

Unlike traditional capitalism—which prioritizes profit maximization above all else—or socialism—which relies on top-down government control, the Social Capitalism

Challenge is a bottom-up economic model that empowers consumers to actively support privately-held businesses that commit to fairness, transparency, and long-term sustainability.

“At its core, the Social Capitalism Challenge asks a simple question,” said Keith Zivalich, founder of Magic Weighted Blanket. “What if businesses existed primarily to support a safe, comfortable, and fulfilling life for people—rather than treating people as a means to maximize profit?”

A Response to Growing Consumer Skepticism

Public trust in corporate leadership continues to erode as income inequality widens. A recent Associated Press CEO [compensation survey](#) found that typical CEO pay packages rose nearly 6% in 2025 to \$17.7 million, while the average U.S. worker earns approximately \$67,000 per year.

Sarah Anderson, director of the Global Economy Project at the Institute for Policy Studies, summarized the growing backlash: “At a time when working families are struggling with rising costs, it’s obscene to see CEO pay continuing to skyrocket.”

The Social Capitalism Challenge was created in direct response to this imbalance—and to an

increasingly skeptical consumer base that no longer believes traditional corporate promises.

The Three Core Commitments of the Social Capitalism Challenge

Businesses that accept the Social Capitalism Challenge publicly commit to three foundational principles designed to earn and maintain consumer trust:

1. **People Over Profit** – Workers, customers, and communities are treated as partners, reflecting equality, inclusion, fairness, and humanity, not as costs to be minimized.
2. **Earned Consumer Trust Is Good For Business** – It is the consumer's choice that makes the business possible and to earn that choice, businesses must earn the consumer's trust.
3. **Transparency & Accountability** – Trust is earned for these businesses by the stakeholders having open access to the key financial aspects of running the business, from employee health benefits to CEO salaries. And that trust can only be earned by open access and accountability.

This framework gives consumers a clear signal about which companies deserve their support—turning everyday purchasing decisions into a form of economic participation.

Why Magic Weighted Blanket Stepped Forward

Magic Weighted Blanket, founded by solopreneur and inventor Keith Zivalich, built its business around calming anxiety and improving sleep through deep pressure therapy. From its inception, the company chose domestic manufacturing over cheaper overseas production.

“We could easily be more profitable by sourcing our weighted blankets from abroad,” Zivalich said. “But we’ve chosen to put Made in America ahead of profit—and our customers appreciate that.”

By accepting the Social Capitalism Challenge, Magic Weighted Blanket formalizes values it has practiced from the beginning, while inviting other businesses to do the same.

A Consumer-Led Movement

The Social Capitalism Challenge is a consumer-led, bottom up movement. As awareness grows, supporters are encouraged to actively seek out and support businesses that accept the challenge, creating market pressure for ethical behavior without waiting for regulation or reform.

Businesses and consumers can learn more about the Social Capitalism Challenge at:
SocialCapitalismChallenge.org

For more information, media inquiries, or business participation, please contact:
info@socialcapitalismchallenge.org

Keith Zivalich

The Magic Weighted Blanket

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