

Contact: [BUSINESS MEDIA CONTACT HERE, PHONE AND EMAIL]

For Immediate Release [DATE]

[BUSINESS] Earns Family Friendly Business Award® at the Platinum Level

[BUSINESS] is recognized as a distinguished leader in implementing family friendly policies in the workplace.

[(CITY)] – [BUSINESS NAME] has earned Platinum level distinction for its workplace policies by Family Friendly New Mexico, a statewide initiative developed to recognize employers that have adopted policies that give New Mexico businesses an advantage in recruiting and retaining the best employees.

[QUOTE FROM BUSINESS]

The Family Friendly New Mexico initiative offers training, support and resources to businesses on how to implement family friendly policies; provides recognition to businesses and organizations that offer their employees family friendly benefits; and, acts as a resource and clearinghouse of information for businesses and community leaders as they develop policies on issues such as paid family leave and childcare assistance.

“As we grow the state’s economy, we have the opportunity to be a national leader in offering New Mexicans workplaces that help companies attract and keep the best workers,” said Giovanna Rossi, founder and Director of Family Friendly New Mexico. “Implementing family friendly policies can be a simple, concrete investment a company can make to ensure it can compete for highly qualified employees. Studies have shown that costs associated with creating family friendly benefits are more than made up for in improved productivity, employee morale and employee retention. We are happy to recognize [BUSINESS NAME] as a distinguished leader in implementing family friendly policies.”

[Specifics on BUSINESS’ family friendly policies, and what sets it apart]

[Business Name] [insert details about your business] [insert company website]

Any New Mexico business is eligible to apply for the New Mexico Family Friendly Business Award™. For a full list of family friendly policies and to learn more about the New Mexico Family Friendly initiative and see if your company qualifies, please visit <http://www.nmfamilyfriendlybusiness.org/>

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