

SAMPLE PRESS RELEASE
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FOR IMMEDIATE RELEASE

**COMPANY NAME selected as one of the 2017 azcentral.com
Top Companies to Work for in Arizona**

Sub header customized to highlight unique culture characteristic or ranking

PHOENIX, AZ (June 29, 2017) – azcentral.com and Republic Media (*The Arizona Republic*, azcentral.com, *La Voz*) announced today that **COMPANY** has earned a spot on the list of **2017 azcentral.com® Top Companies to Work for in Arizona**.

All participating companies completed a two-part assessment process conducted by the independent workplace research firm, Best Companies Group (BCG). Part one of process was the Employer Questionnaire, where BCG asked about benefits, HR policies and the fun things the employers do for their employees. Part two was the Employee Engagement and Satisfaction Survey which measured the employee experience in 8 core focus areas: Leadership and Planning, Corporate Culture and Communications, Role Satisfaction, Work Environment, Relationship with Supervisor, Training, Development and Resources, Pay and Benefits, and Overall Engagement. Using the combined data from both parts of the survey process, BCG determined the top 100 organizations that made the grade.

“This Top Company list gets more competitive each year”, says Denise Gredler, Founder and CEO of BestCompaniesAZ and consulting partner for the program. “The list of winners had very impressive employee survey results averaging an overall favorable rate of 90 percent and an overall employee engagement score of 92 percent, which is more than double the national average. These winners should be very proud of their engaged workforces. This presents a powerful opportunity for award- winners to promote their company culture to retain and attract the best talent.”

Share quotes from your President – some ideas:

1. Mention the uniqueness of your culture and the values that helped land you on this year’s list.
2. Mention if you have won 3 or 4 years in a row showing sustainability of your culture.
3. Mention some of your high favorable category scores that were above the average of the benchmark report of all 100 companies.
4. Mention how this award has contributed to the bottom line in some way (lower turnover? Increased sales, increased profitability).

Example: We are proud to be recognized as one of Arizona’s “Top Companies to Work for” the 3rd (3rd) consecutive year, says NAME, CEO. "Our ability to attract and retain top talent directly contributes to the COMPANY’s consistent growth, profitability and industry-leading products and solutions. We are most proud that our employees’ experiences and feedback are at the core of this honor and recognition.”

COMPANY’s employee turnover rate remains extraordinarily low at ?? percent versus an industry norm of ?? percent. By reducing turnover, COMPANY NAME reduces recruitment costs, retains knowledge and builds deeper, longer-term customer relationships.

The 100 “Top Companies” were honored at an awards breakfast reception on June 29, 2017, at the Fairmount Scottsdale Princess will be published in a special supplement in the July 2, 2017 issue of *The Arizona Republic*, as well as online at topcompanies.azcentral.com and www.BestCompaniesAZ.com. For complete details visit www.yourwebsite.com or topcompanies.azcentral.com.

About Company:

Add your boiler plate here

About Republic Media

Republic Media is a consultative media company that provides you with the means to deliver your message to the right audience in the most effective way. From online to print to direct mail, Republic Media encompasses an array of products including *The Arizona Republic*, azcentral.com, and *La Voz*. Since 1890, *The Arizona Republic* continues to be Arizona's most trusted and most read newspaper.

<http://www.republicmedia.com/about-us>

About BestCompaniesAZ – Arizona's Employer Branding Partner

BestCompaniesAZ specializes in helping corporate clients develop, strengthen and market their unique employer brands through a variety of events, awards and communications programs. Recognition and promotion for award-winning clients is supported through a variety of marketing programs, including recruitment marketing, search engine optimization, public relations and social media outreach. For more information contact dgredler@bestcompaniesaz.com or call [480-545-5151](tel:480-545-5151).

About Best Companies Group

Best Companies Group is dedicated to establishing *Best Places to Work* programs to distinguish leaders in workplace excellence. As a research firm, BCG collects data about participating companies as well as employee feedback, analyzes that data, and produces a "Best" distinction that makes each recognized organization, the selected region (or industry) and the organizing partners proud. Best Companies Group identifies and recognizes places of employment that lead the way in defining the employee experience of the 21st century.