



# Sample Press Release for Great Place to Work® Certification.

You did it! Now it's time to celebrate and tell the world you're  
#GPTWCertified!

Making time to celebrate your Certification not only builds pride among your employees, but also helps you attract new talent, partners, and customers. Here is a sample press release to help you get the most from your distinction and maximize your visibility as a great place to work.

It's Official, **[Your Company]** is a Great Place to Work®

**[Your Company]** is proud to announce that we have been certified as a Great Place to Work® after a thorough, independent analysis conducted by Great Place to Work Institute® Canada. This certification is based on direct feedback from employees, provided as part of an extensive and anonymous survey about their workplace experience.

**[Insert a paragraph about your organization's commitment to be a great workplace] OR [Insert a motivational quotation from your CEO/President.]**

Nancy Fonseca, Senior Vice President of Great Place to Work® Canada, says that a great workplace is about the level of trust that employees experience in their leaders, the level of pride they have in their jobs, and the extent to which they enjoy their colleagues. "Our data shows that great workplaces benefit from stronger financial performance, reduced turnover, and better customer satisfaction than their peers. What's more, work environments with trust at the foundation are ripe for innovation, agility, resilience and efficiency," Fonseca said.

**About your company:**

**[Your Company Description]**

About Great Place to Work®:

Great Place to Work is the global authority on high-trust, high-performance workplace cultures. Through proprietary assessment tools, advisory services, and certification programs, Great Place to Work recognizes Canada's Best Workplaces in a series of national lists including those published by The Globe & Mail (Canada) and Fortune magazine (USA). Great Place to Work provides the benchmarks, framework, and expertise needed to create, sustain, and recognize outstanding workplace cultures. Visit us at [www.greatplacetowork.ca](http://www.greatplacetowork.ca) or find us on Twitter at @GPTW\_Canada.

**Media contacts:**

**[insert your company's PR contact and coordinates]**