

**DIRECTIONS**

1. Replace content highlighted in yellow with your company’s information.
2. To add unique company data please reference your Certified company profile page. You can find your profile by searching here: <https://www.greatplacetowork.ca/en/certification-menu/certified-organizations-updated>

**For more personalized support, please contact us at** [support@gptwca.zohodesk.com](mailto:support@gptwca.zohodesk.com)

Company Logo

Contact: Name of Primary Contact

Phone: Contact Phone Number

Email: Contact Email Address

Date of Release

**COMPANY recognized by Great Place To Work® on Certification Nation Day, a National Celebration of Outstanding Workplaces**

City, Province — COMPANY is proud to celebrate Certification Nation Day on October 16, along with the community of Great Place To Work-Certified™ companies across the country. Great Place To Work® has designated October 16 as Certification Nation Day to honor and acknowledge companies who are committed to creating a great workplace for all.

**INSERT COMPANY QUOTE FROM CEO, CHRO OR OTHER LEADER ABOUT WHY YOU’RE PARTICIPATING IN CERTIFICAITON NATION DAY**

***Example:*** *We work hard to create a culture of XYZ at COMPANY, says CEO NAME.  We are excited to showcase our amazing employees and everything they do every day to serve our customers and give back to the community by XYZ. COMPANY is proud to be part of Certification Nation Day alongside so many other amazing organizations.”*

Great Place To Work® is the global authority on workplace culture, recognized worldwide by employees and employers alike for identifying outstanding employee experiences.

“Certified companies put employees first” says Michael C. Bush, Chief Executive Officer at Great Place To Work. “Thriving employees increase revenue, profit and provide market-leading customer experiences. I hope that Certification Nation Day can inspire other executives to create and sustain employee-first cultures.

It’s important to honor all the work that goes into creating a Certified company. “Certification Nation Day is a time to honor and celebrate what makes your company great.” says Sarah Lewis-Kulin, Vice President of Global Recognition at Great Place To Work. “Come together, unite, and elevate your company culture as you celebrate your people, your culture and your customers.

**INSERT MORE ABOUT WHAT MAKES COMPANY’S EMPLOYEE EXPERIENCE OR CULTURE PROGRAMS GREAT**

***Example:*** *This year we created X program to Y. This resulted in Z. OR Our company prides ourselves in Y. This allows us to Z for our employees.*

According to [Great Place To Work research](https://www.greatplacetowork.com/resources/blog/job-seekers-are-4-5x-more-likely-to-find-a-great-boss-at-a-certified-great-workplace), job seekers are 4.5 times more likely to find a great boss at a Certified great workplace. Additionally, employees at Certified workplaces are 93% more likely to look forward to coming to work, and are twice as likely to be paid fairly, earn a fair share of the company’s profits, and have a fair chance at promotion.

**WE’RE HIRING!**

Looking to grow your career at a company that puts its people first? Visit our careers page at: XXX

**About COMPANY**

**ADD BOILERPLATE LANGUAGE**

**About Great Place To Work Certification™**

Great Place to Work® Certification™ is the most definitive “employer-of-choice” recognition that companies aspire to achieve. It is the only recognition based entirely on what employee's report about their workplace experience – specifically, how consistently they experience a high-trust workplace. Great Place to Work Certification is recognized worldwide by employees and employers alike and is the global benchmark for identifying and recognizing outstanding employee experience. Every year, more than 10,000 companies across 60 countries apply to get Great Place to Work-Certified.

**About Great Place To Work**®

Great Place To Work® is the global authority on workplace culture. Our mission is to help every place become a great place to work for all. We give leaders and organizations the recognition and tools to create a consistently and overwhelmingly positive employee experience, fostering cultures that are proven to drive business, improve lives, and better society. Our recognition is the most coveted and respected in the world for elevating employer brands to attract the right people. Our proprietary methodology and platform enable organizations to truly capture, analyze, and understand the experience of all employees. Our groundbreaking research empowers organizations to build cultures that retain talent and unlock the potential of every employee. Our coaches, content, and community connect the boldest leaders, ideas, and innovations in employee experience. Since 1992, our Certification™, Best Workplaces™ Lists, and global benchmarks have become the industry standard, built on data from more than 100 million employees in 150 countries around the world.

Learn more at [greatplacetowork.ca](http://www.greatplacetowork.ca/) and on [LinkedIn](https://www.linkedin.com/company/great-place-to-work-institute-canada/), [X](https://twitter.com/GPTW_Canada), [Facebook](https://www.facebook.com/GPTWCanada) and [Instagram](https://www.instagram.com/gptw_canada/?hl=en).