



# BEST PLACE FOR WORKING PARENTS™



FOR IMMEDIATE RELEASE:  
January 12, 2021

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## First-of-Its-Kind Business Self-Assessment & Family-Friendly Dashboard Launches Across Texas

Fort Worth, Texas, January 12, 2021 – 3-minute online self-assessment now offers Texas business leaders the opportunity to instantly determine whether their organization qualifies to earn a Best Place for Working Parents™ designation, positioning them among the leading family-friendly businesses in the state.

Originating in Fort Worth in 2020, the first-of-its-kind online business self-assessment has expanded in 2021 to include Austin, Dallas, and San Antonio with the mission of helping businesses of all sizes tout innovative practices that are helping today's working parents provide for their families, and adapt and thrive at work during extraordinary times. The Best Place for Working Parents™ assessment uses 10 research-backed policies proven to benefit working parents AND businesses' bottom line.

Once seen as a "perk", being family-friendly over the last year has become a necessity for many businesses seeking to maintain business operations amidst a pandemic – a reality underscored by many of the 865,000 women who left the U.S. workforce in August and September citing flexibility and child care as determining factors in their decision.<sup>1</sup> Organizations designated as a Best Place for Working Parents™ are proving that family-friendly IS business-friendly.

The Best Place for Working Parents™ online self-assessment provides a real-time dashboard of how a business fares against other businesses of like size and industry across each of the top 10 family-friendly practices in their region. Each of the top [10 policies include research on their business ROI and case studies](#) that tell the story of how local businesses' practices have impacted their productivity, retention, job satisfaction and attraction. The 3-minute self-assessment, real-time dashboard results, and the Best Place for Working Parents™ designation for qualifying businesses can be accessed at [business.bestplace4workingparents.com](https://business.bestplace4workingparents.com).

### ***ABOUT The Best Place for Working Parents™***

The Best Place for Working Parents™ seeks to support businesses with research-backed strategies that benefit working parents AND businesses' bottom line. It is a key strategy in Tarrant County's whole-community approach to education and economic development. Learn more at [www.bestplace4workingparents.com](https://www.bestplace4workingparents.com) and [www.bestplace4kids.com](https://www.bestplace4kids.com).

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<sup>1</sup> [CNBC, October 2020.](#)