



# THE BEST PLACE FOR WORKING PARENTS®



FOR IMMEDIATE RELEASE:

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## The Best Place for Working Parents® Launches in Massachusetts

**BOSTON, June, 10, 2022** – PNC Bank is launching Best Place for Working Parents® Massachusetts, making the commonwealth one of many regions across the country that has a national Best Place for Working Parents® partnership. This program will allow local businesses of all sizes to lift up their family-friendly policies through **a first-of-its-kind, 3-minute online self-assessment**. Through this process, Massachusetts companies can now 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 U.S.

Originating in Fort Worth in 2020, the confidential business self-assessment allows organizations of all sizes to tout innovative practices that are helping today's working parents provide for their families, adapt and thrive at work during extraordinary times. The Best Place for Working Parents® assessment highlights only the top 10 research-backed policies proven to benefit working parents and businesses' bottom line.

Local and national research proves that there is also a business case for family-friendly work policies:

- A 2022 Massachusetts Taxpayers Foundation study estimated that Massachusetts loses roughly \$2.7 billion each year due to inadequate child care.
- 83% of millennials would leave one job for another with stronger family-friendly supports.
- Replacing an employee costs an employer six to nine months of that employee's salary.
- Over 60% of working parents said child care issues have caused them to miss work.
- Employers lose \$13 billion annually due to child care challenges faced by their workforce.<sup>1</sup>

Regularly recognized by Seramount as a Best Company for Dads and one of the nation's 100 Best Companies for Working Mothers, PNC is launching the Best Place for Working Parents initiative in Massachusetts to create a community of local organizations that are prioritizing family-friendly business practices.

"PNC is proud to support The Best Place for Working Parents® Massachusetts, connecting our region's employers to the national network of businesses that know family-friendly is business-friendly," said Jon Bernstein, PNC Bank regional president of New England. "When we make it easier for parents and caregivers to work, it allows businesses to thrive and our economy to flourish."

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® is a growing national network of business leaders proving that family-friendly IS business-friendly. Originating in Fort Worth, Texas, The Best Place for Working Parents® seeks to support businesses with research-backed strategies that benefit working parents AND businesses' bottom line. Learn more at [bestplace4workingparents.com/Massachusetts/](https://bestplace4workingparents.com/Massachusetts/) and [bestplace4workingparents.com/](https://bestplace4workingparents.com/).

### **ABOUT PNC BANK**

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<sup>1</sup> Sources: Patricia S. Reed & Shirley M. Clark, (Win-Win Workplace Practices), Goldman Sachs, SHRM, "Getting Back to Work" report (May 2021), ReadyNation (March 2021)