

## SAMPLE PRESS RELEASE FOR WINNERS

(Embargoed until July 2, 2021)

### FOR IMMEDIATE RELEASE

**COMPANY** named a “Top Companies to Work for in Arizona” for **???** years in a row  
Receiving a high favorable employee engagement score of **??%**

PHOENIX, AZ (July 2, 2021) – Arizona Capitol Times, Best Companies Group and BestCompaniesAZ announced today that **COMPANY** has earned a spot on the 9<sup>th</sup> annual list of **2021 Top Companies to Work for in Arizona** for the **???** consecutive year (if applicable).

This highly selective list is the result of anonymous and comprehensive employee surveys measuring culture, work environment, leadership, and employee pride and satisfaction, combined with rigorous evaluations of workplace practices, policies, perks and demographics.

“This year, 100 companies were selected based on the results of a very high favorable employee survey scores averaging 91% overall survey results and an impressive 92% overall employee engagement. This level of performance for Arizona companies is about three times the national average when compared to Gallup’s recent reporting of US engagement at about 33% favorable,” says Peter Burke, President of Best Companies Group. “These winners should be very proud of their Top Companies status for this presents a powerful opportunity to attract and retain the very 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 four or five 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 1: “We are honored to be included on this list of leading workplaces in Arizona for the **???** consecutive year,” said CEO name and title of company. “I’d like to personally thank our Arizona employees for their role in this prestigious designation, their continued trust and dedication to the company, and their relentless pursuit of excellence and results.”

Example 2: We are proud to be recognized as one of Arizona’s “Top Companies to Work for” the 2nd (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.”

The 100 “Top Companies” will be honored at a virtual event on Aug. 24 and a special supplement listing the rankings will be published by Arizona Capitol Times on Aug. 27.

For complete details visit [www.yourwebsite.com](http://www.yourwebsite.com) or [www.TopCompaniesArizona.com](http://www.TopCompaniesArizona.com).

#### **About Company:**

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#### **About Arizona Capitol Times**

[Arizona Capitol Times](#) is the only media organization solely devoted to public policy and politics in Arizona. Independent and nonpartisan, we are the most trusted news source covering Arizona's governments. Our physical proximity to the seat of power and unparalleled access to sources in the Capitol mean we consistently cover legislative and state government actions quickly, accurately and comprehensively.

### **About BestCompaniesAZ**

[BestCompaniesAZ](#) is a marketing agency that specializes in employer branding. With more than 30 combined years of industry experience in public relations and human resources, BestCompaniesAZ elevates award-winning organizations through digital marketing, events, communication and award consultation services. **For more information, visit [BestCompaniesAZ.com](#).**

### **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.