

[Company Name] Joins Working Families to Promote Flexible Working and Employee Wellbeing

DATE

[Company Name] is pleased to announce its membership with Working Families, the UK's national charity for working parents and carers. This partnership underscores [Company Name]'s commitment to championing flexible working and supporting parents and carers in the workplace.

As a member of Working Families, [Company Name] joins a diverse network of organisations dedicated to creating inclusive workplaces that support employees who have caring responsibilities. Through their membership, [Company Name] will have access to a wealth of information, support from experts, and toolkits designed to embed flexible working within the workplace. By embracing flexible working practices, [Company Name] aim is to continue to promote a culture that supports individual needs, enhances employee satisfaction and drives productivity.

"Joining Working Families reflects our dedication to creating a supportive work environment where our employees can thrive," said [Name], [Title] at [Company Name]. "We recognise the importance of flexible working arrangements in empowering our workforce to achieve their full potential whilst working alongside their caring responsibilities."

Flexible working options, including remote work, flexible hours, and job-shares, have become increasingly essential for employees seeking greater autonomy and flexibility in their work arrangements. By partnering with Working Families, [Company Name] demonstrates its commitment to adapting to the evolving needs of its workforce and embracing progressive approaches to work.

[Company Name] believes that prioritising employee wellbeing is not only a moral imperative but also a strategic business decision. By supporting flexible working practices, [Company Name] aims to attract untapped talent, retain valued employees, and drive productivity and innovation across the organisation.

"We are thrilled to welcome [Company Name] as a new member of Working Families," said Jane van Zyl, CEO of Working Families. "Their commitment to promoting flexible working and prioritising employee wellbeing aligns with our mission to create family-friendly workplaces where everyone can thrive."

Jane goes on to say, "In today's challenging economic climate, it's crucial for organisations, large and small, to consider effective and innovative ways of working. Family and employee-friendly policies and an agile approach to work are key tools to maximise talent potential,

increase engagement, raise productivity, improve morale, reduce your employee turnover and create equality in your workplace.”

[Company Name] looks forward to working with Working Families to continue advancing workplace policies and practices that support the diverse needs of its employees.

For more information about [Company Name] and its commitment to flexible working and employee wellbeing, please visit [Company Website].

Notes to editors

About Working Families

Working Families is a charity on a mission to remove the barriers that people with caring responsibilities face in the workplace. We provide free legal advice to parents and carers on their rights at work. We give employers the tools they need to support their employees while creating a flexible, high-performing workforce. And we advocate on behalf of the UK’s working parents and carers, influencing policy through campaigns informed by ground-breaking research.

[workingfamilies.org.uk](https://www.workingfamilies.org.uk)
