

Boilerplate Press Release

Please highlight and copy the text below and use it to create a press release appropriate for your company.

FOR IMMEDIATE RELEASE

Contact: (Insert Name)
(Insert Name of Company)
(Insert phone number)
(Insert email address)

(INSERT NAME OF COMPANY) TO PARTICIPATE IN
TAKE BACK YOUR TIME'S
VACATION COMMITMENT PROGRAM



Vacation Commitment Day
March 31, 2015

City, State – Date -- (Insert Company Name) has joined the pioneering organizations taking part in the Vacation Commitment Program sponsored by Take Back Your Time, a broad, non-partisan organization dedicated to improving lives by eliminating the epidemic of overwork. The announcement was made by (insert name here), (insert title here) of (insert company name here.)

The program was created to address the concern around the increasing number of American workers who are not taking their earned vacation time – which, according to medical experts and research, can lead to health issues, dissatisfaction with relationships and reduced productivity. “The goal of the Vacation Commitment Program is to encourage employees to take their earned time off in the form of regular vacations,” said John de Graaf, co-founder of Take Back Your Time. “There are many reasons why people don’t take the time, but one major issue is fear that employers won’t be supportive of time out of the office.”

According to a recent Nielsen Consumer Research study, 52 percent of people did not take all their paid vacation days in the past year, leaving an average of 7.2 days unused. Of those same people surveyed, 71 percent were more satisfied at work when they took regular vacations.

(Insert name of company) has taken steps to remedy this by signing on to be part of the Vacation Commitment Program. This initiative is designed to foster a vacation-positive corporate environment. It is built upon the “Stay Vacationed.™” concept pioneered by program presenter Diamond Resorts International®, which urges consumers to make vacation an integral part of their lives.

We’ve always been a progressive employer, evidenced by our (insert examples here,) said (insert name and title here). This program is aligned with our desire to support healthier and happier lives for all of our employees. Work-life balance isn’t just a catch phrase here; it’s what we strive for.

For more information about Vacation Commitment, visit <http://www.takebackyourtime.org>.

About (Insert Company Name)
(Insert company boilerplate)