

DRAFT PRESS RELEASE

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Creative community unites to improve parental leave benefits: Pledge Parental Leave brings together 20 creative firms, promising to create a new industry standard for family leave in the US. Collectively, they have already impacted 5,244 employees nationally.

[Pledge Parental Leave](#) is a coalition of creative firms who are making a public commitment to improve parental leave benefits.

With no government-mandated parental leave in the United States, new families face real difficulties with their work/life balance.

Back in March, ustwo brought together 11 like-minded creative companies in New York who committed to disrupting the status quo. Now, 9 new partners have joined the cause. All of them have pledged to offer their employees, at minimum, the following parental leave benefits:

- 3 months' fully paid leave for the primary caregiver.
- 3 months of uninterrupted health insurance.
- 6 months' guarantee that their position is held open.
- A commitment to publishing their benefits publicly online.

New partners for Pledge Parental Leave include [72andSunny](#), [Artefact](#), [Beyond](#), [Brainly](#), [frog](#), [In Good Co](#), [Trollback + Company](#), [Work & Co](#), and [10,000ft](#).

They join the movement alongside Pledge Parental Leave founding partners: [Betaworks](#), [co:collective](#), [Doberman](#), [Dots](#), [IDEO](#), [Made By Many](#), [Moment](#), [Smart Design](#), [ustwo](#), [Veryday](#), and [Wolff Olins](#).

Pledge Parental Leave is calling on other like-minded agencies and businesses across other sectors of the creative industry nationwide to join our coalition, and make a public commitment to what ought to be basic rights for employees: The right for parents to be with their newborn child during its first few months, to retain medical benefits and to know that their position remains open on their return to work.

"Too many parents face an impossible choice: Their new child, or their paycheck. Our administration is proud to lead by example by providing fully paid parental leave to City employees. Yet the United States still lags behind the rest of the world in offering this vital, basic benefit. That's why leadership from businesses like those in the Pledge Parental Leave coalition is vital – and we need others to quickly follow suit."

- Bill de Blasio, Mayor of New York City

"It is wonderful to see the Pledge Parental Leave movement grow to include more of the leading firms in the creative industry. This truly draws a line in the sand, setting the standard for the wider industry."

- Jules Ehrhardt, Co-Owner, ustwo

"At frog we are united by a shared passion for advancing the human experience. This means that we look for every opportunity to meet the needs of people both inside and outside of our organization. frog is doing important work through the Pledge Parental Leave coalition and we are honored and proud to be part of this initiative."

- George Najarian, Head of Global Talent Experience at frog

"We find that the most talented people -- exactly the people we love to work alongside -- have passions and lives outside of work. Our policies aspire to avoid forcing people from having to choose between self-fulfillment and professional fulfillment. Providing support for family leave is obviously a big piece of that."

-Gene Liebel, Founding Partner, Work & Co

"Offering our employees great benefits has been a strategic decision from day one. Not only is it the right thing to do, but our team is more likely to deliver the best work possible when they feel supported both in and out of the office. When we heard the creative industry was coming together to raise the bar for parental leave, we knew we had to be a part of it."

- Martijn van Tilburg: founder and CEO of 10,000ft