**Press Release Template: UK’s Best Workplaces™ 2024**

Use this template to put together your own press release, use the yellow sections as prompts to add in your own data and special areas of recognition you’d like to highlight. When pulling together your media distribution list remember to include local press as well as the trade publications for your sector.

Tip: If you attended our Best Workplaces Awards, why not send the press release out with a photograph of your team holding your trophy.

**Release Date: Embargoed until 7:00am Friday 15th March 2024**

[Contact Name]

[Organisation Name]

[Phone Number]

[Email]

**[organisation’s name] Awarded UK’s Best Workplaces™ Recognition!**

**[City], [Date] – [organisation’s name]** has officially been named as one of the UK’s Best Workplaces™ 2024 by [Great Place To Work®,](https://www.greatplacetowork.co.uk/) the global authority on workplace culture.

Officially announced last night at the prestigious Best Workplaces Awards held at London’s Grosvenor House and hosted by Comedian Katherine Ryan, the company ranked [number] in the [size] category. [If your organisation was recognised in the ranking in previous years, you can include that this is the xx time you have been recognised].

[Insert a particular policy or practice which employees highlighted as a reason they love working for your company and the benefits its brought]

[Include relevant statistical data/employee testimonials on why the organisation is such an outstanding place to work].

[Include a quote here from your CEO/HRD on why the organisation is an outstanding place to work.]

“At Great Place To Work® our overarching goal has consistently been to enrich the world of work by empowering companies to evolve into exceptional organisations that cater to everyone. We wholeheartedly endorse the idea that what's 'better for business' aligns with what's 'better for people,' ultimately contributing to a better world For All™" said Benedict Gautrey, Managing Director of Great Place To Work® UK.

“Year after year, it's truly inspiring to witness a growing number of organisations earn a spot on our [UK’s Best Workplaces™ List](https://www.greatplacetowork.co.uk/uks-best-workplaces), we’ve seen our client’s Trust Index scores increasing meaning the bar for being on this List getting higher. This recognition is no mean feat and highlights companies across the UK that excel in fostering high levels of trust in leadership, instilling pride in their workforce, and cultivating strong camaraderie among colleagues. These crucial elements collectively contribute to creating workplaces where employees feel they can truly be themselves and thrive in a supportive environment. Congratulations to [company name] for being part of our 2024 UK’s Best Workplaces™ List."

Great Place To Work® performed rigorous evaluations of hundreds of employee survey responses alongside Culture Audit™ submissions from leaders at each company to create the 2024 UK's Best Workplaces™ list. They then used these data insights to benchmark the effectiveness of companies' employee value propositions against the culture their employees actually experience. Only those businesses who achieve the highest scores after evaluation receive Best Workplaces™ status. [Insert employee comment from your Trust Index™ survey to reinforce why you’re a great workplace]

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**About** [Organisation’s name]

[Insert your boilerplate here]

**About Great Place To Work®**

Great Place To Work® is the global authority on workplace culture. Our mission is to help every place become a great place to work for all. We give leaders and organisations the recognition and tools to create a consistently and overwhelmingly positive employee experience, fostering cultures that are proven to drive business, improve lives, and better society. Our recognition is the most coveted and respected in the world for elevating employer brands to attract the right people. Our proprietary methodology and platform enables organisations to truly capture, analyse, and understand the experience of all employees. Our groundbreaking research empowers organisations to build cultures that retain talent and unlock the potential of every employee. Our coaches, content, and community connect the boldest leaders, ideas, and innovations in employee experience. Since 1992, our Certification™, Best Workplaces™ Lists, and global benchmarks have become the industry standard, built on data from more than 100 million employees in 150 countries around the world. For more information, visit [www.greatplacetowork.co.uk](http://www.greatplacetowork.co.uk/)