2020 Healthiest 100 Workplaces in America

Media Kit

CONGRATULATIONS!

Your organization has been recognized as a Healthiest Workplace! Now it’s time to celebrate your award! Below are some helpful guidelines to share the message!

Publicizing Your Award

* DISTRIBUTE YOUR OWN PRESS RELEASE
  + Issue a press release to local daily/weekly newspapers, trade publications, local broadcast stations or other media outlets. You will find a sample press release template in this media kit. Customize it with specific information about your company and use your company letterhead before distributing it. Feel free to ad-just the content to meet your needs.
* INCLUDE HEALTHIEST EMPLOYERS IN YOUR GRAPHIC AND ONLINE MATERIALS
  + Winner “badges” are available to use in your printed materials, your website and other marketing vehicles. These files are included in your Healthiest Employers media kit.
* INCLUDE HEALTHIEST EMPLOYERS IN YOUR MARKETING MESSAGE
  + This media kit also includes approved copy for the award. This is helpful to use when any background information is needed for describing the Healthiest Employers Award.
* GO VIRAL WITH THE NEWS
  + Do you have Facebook, Twitter, LinkedIn, Instagram or other social networking presence? — Share this news with your peers, industry and connections.
  + Include “2020 Healthiest Employers Award Winner” on your email signature.
  + Include the badge in your social media profile pages.

2020 Badges

Included in this kit is the Healthiest Employers 2020 Badge. The badge comes in several sizes and file formats for different uses, including email, web and print. The following files are included in this kit:

* a small jpeg that can be placed in email signatures (HE-WinnerBadge-EMAIL.jpg)
* a white background jpeg that can be used on the web (HE-WinnerBadge-WEB.jpg)
* a transparent png that can be used on the web (HE-WinnerBadge-WEB.png)
* an eps that can be used for printed pieces (HE-WinnerBadge-PRINT.eps)
* an eps of the Healthiest Employers logo for printed pieces (HE HealthiestEmployersLo-go-PRINT.eps)
* a white background jpeg that can be used on the web (HE-HealthiestEmployersLogo-WEB. jpg)
* a transparent png that can be used on the web (HE-HealthiestEmployersLogo-WEB.png)

The Winner Badge can be placed on your website to highlight your accomplishments in the Healthiest Employers Awards Program. Be sure to use the badge saved specifically for web (HE-WinnerBadge-WEB. jpg or HE-WinnerBadge-WEB.png). The badge can also be added to your email signatures.

Approved Copy

Below is approved copy. If needed, this can be used when giving a background of Healthiest Employers and the Healthiest Employers awards program.

ABOUT HEALTHIEST EMPLOYERS

Healthiest Employers is an innovative awards program created to recognize those companies that pro-actively shape the health of their employees. These companies have made a commitment to impact the health of their workplace… and their bottom line. Healthiest Employers has worked with over 8,000 employers that represent over 60 million employee lives.

OUR MISSION

Healthiest Employers is an organization dedicated to promoting wellness in business. Our mission is simple: to educate on the value of a healthy workforce and reward organizations that are wellness leaders. Specifically, Healthiest Employers seeks to:

— Create a healthier, more productive community of employees who understand the value

of healthcare and are actively involved in managing their own health.

— Reward organizations that have taken steps to raise awareness and pro-actively created

a healthier workforce.

— Be a resource to other organizations by developing a roadmap to create or improve

corporate wellness initiatives.

— Help wellness-minded organizations better manage population health.

Contact Healthiest Employers

Approval is needed before the Winner Badge can appear on a website or in printed pieces to ensure that it is being used properly. To gain approval, please submit your artwork as it will appear in the finished form to info@healthiestempdaniels@healthiestemployers.com.ployers.com.

If you would like to request assistance in integrating the Healthiest Employers brand into your own cor-porate brand, please email info@healthiestempdaniels@healthiestemployers.com.ployers.com.