

Press Release Example

The below is an example of a press release to celebrate your company's partnership with NanniEst. We're proud to collaborate to help you offer a best-in-class benefit for working parents. Before issuing a release, please coordinate with Rory Dayton for approvals (rory.dayton@nanniEst.com).

SUBJECT LINE

Nakatomi expands benefits offerings with nanny recruiting consulting and support service

HEADLINE

Nakatomi expands childcare benefits in strategic partnership with NanniEst

BODY

The Nakatomi Corporation, a California-based multinational technology firm, has announced a new benefit partnership that will allow employees to access dedicated nanny recruiting education, consulting, and support services at no additional cost. The company has engaged with Chicago-based NanniEst, a concierge nanny consulting service that streamlines the process of finding experienced nannies for families.

"This is a critical moment in the evolution of our working lives," says company president Joe Takagi. "We've always viewed ourselves as a family-first company, and we want to be able to prove that for our people."

Starting today, all full-time Nakatomi employees can access NanniEst's services. They can connect with a nanny consultant who will support the family as they find a qualified full- or part-time nanny to fit the family's needs.

As Nakatomi adjusts to a changing workplace environment, it is focused on ensuring that employees are supported in the ways they choose to engage at both work and home. The NanniEst benefit offering is designed to directly address that need.

"We believe that the right nanny can provide working parents the peace of mind to bring their whole selves to work, knowing their children are being given the one-on-one care they need," says NanniEst Experience & Operations Lead Rory Dayton.

Nakatomi joins a small group of forward-thinking companies who offer the NanniEst benefit to employees, and is proud of its ongoing commitment to support its workforce with competitive offerings.