

## DRAFT PRESS RELEASE

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### **New York creative companies unite with pledge to guarantee 3 months' fully paid leave for new parents**

[Pledge Parental Leave](#) (PPL) 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.

ustwo has brought together 11 like-minded creative companies in New York who are committed to disrupting the status quo. 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.

Launch partners for PPL include [Betaworks](#), [co:collective](#), [Doberman](#), [Dots](#), [IDEO](#), [Made By Many](#), [Moment](#), [Smart Design](#), [ustwo](#), [Veryday](#), and [Wolff Olins](#).

PPL 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.

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"Pledge Parental Leave is a hugely important movement for the creative industry in the US to meet the needs of its employees. I'm proud that we've brought together the leading creative companies in the field as our launch partners – this is a powerful statement of intent."

- Jules Ehrhardt, Co-Owner, ustwo

"Supporting parents with careers is important to our people, to our business, and to our society. Moment is proud to be among PPL's founding partners by making this pledge to parents and bringing attention to this critical issue."

- Shannon O'Brien, Partner & Managing Director, Moment Design

“For over a decade Smart has been reframing the conversation about design and gender through our Femme Den lab. We believe thoughtful consideration of women’s diverse needs serves as a meaningful filter for good experiences – for everyone – and by doing so we look to create better solutions for all employees. As a proud founding partner of this initiative, we look forward to more organizations recognizing that better arrangements for every working parent can deliver extraordinarily positive social and business impact over the long term.”

- Richard Whitehall, Managing Partner, Smart Design

"Veryday is extremely proud to be a founding partner of PPL. We hope this will prompt others in the creative industry and beyond to follow suit in prioritizing family life here in the US."

- Montana Cherney, VP of Design, Veryday

“No one should ever need to choose between caring for their child and their job. The launch of PPL is the first step towards a sustainable company culture across the creative industry.”

- Anders Frostenson, Managing Director, Doberman Design

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