



# Parenting in the Workplace Institute

Bringing New Life to the Workplace

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## Sample Media Coverage for Baby-Inclusive Companies

### Zutano

#### Manufacturer of Children's Clothing

[These companies decided to let employees bring their babies to work every day](#), **MarketWatch**, April 23, 2016

[Bringing Your Child to Work—Every Day?](#) **Business Week**, October 15, 2012

[The Financial Benefits of Babies at Work](#), **Forbes**, November 28, 2011

[Would You Bring Your Kids to the Office Full Time?](#) **Redbook**, March 2010

[Go to Work, Baby!](#) **Working Mother.com**, 2009

[Bringing Baby to Work](#), **Motherlode Blog**, **New York Times**, October 30, 2008

### Borshoff

#### Public Relations and Marketing Firm

[Indianapolis Company Lets Parents Bring Babies To Work](#), **Indiana Public Media**, June 12, 2017

[Crib Notes: Babies at Work](#), **Society for Human Resource Management**, February 9, 2011

[When There's a Baby Boom at the Office](#), **Wall Street Journal**, January 13, 2010

[Maternity-Leave Alternative: Bring the Baby to Work](#), **New York Times**, January 3, 2009

[PR firm allows employees to bring their babies to work](#), **Indianapolis Business Journal**, August 2003

## **T-3 – The Think Tank** **Advertising and Marketing Agency**

[Bringing Babies To Work Is Good Business](#), **Forbes**, June 27, 2013

[Bringing Up Baby -- at Work](#), **AOL Finance**, July 20, 2010

[Where Every Day is Take Your Baby to Work Day](#), **Inc.**, December 9, 2009

[Baby Boom: The Next Frontier of Child Care?](#) **ABC Nightline**, April 30, 2008

[Day care's new frontier: Your baby at your desk](#), **USA Today**, March 30, 2008

[Bringing Up Baby at Work](#), **ABC News**, September 15, 2007

[Bringing in baby](#), **CNN – Fortune Small Business**, May 1, 2006

[Parents Increasingly Bring Babies To Work](#), **Chicago Tribune**, December 4, 2000

## **W.S. Badger Company** **Manufacturer of Organic Body Care Products**

[Why one company lets employees bring their babies to work](#), **The Boston Globe**, November 16, 2016

[What Happens When Employees Bring Babies to Work?](#) **Talent Management and HR**, September 19, 2016

[These companies decided to let employees bring their babies to work every day](#), **MarketWatch**, April 23, 2016

[Bringing Your Child to Work—Every Day?](#) **Business Week**, October 15, 2012

[Don't cry! Babies at work easier than you think](#), **The HR Specialist**, March 29, 2010

[Babies and Balm: Promoting Family Integration in the Workplace](#), **Keene Sentinel**, February 7, 2010

[Is The Workplace The New Babies R Us?](#) **Morning Edition on NPR**, April 6, 2009

## **Schools Financial Credit Union**

[This Business Lets Employees Bring Their Infants to Work, Every Single Day](#), **Redbook**, September 9, 2016

[Company allows employees to bring newborns to work ... every day](#), **ABC10**, September 9, 2016

[California company allows employees to bring newborns to work ... every day](#), **USA Today**, September 9, 2016

[Being 'family friendly' also can benefit employers](#), **Sacramento Business Journal**, August 17, 2012

[Babies More Than Just Cute Smiles-In Credit Union Workplaces They Are a Boon To Retention and Employee Morale](#), **Credit Union Times**, June 14, 2006

[Babies in the Workplace](#), **Credit Unions.com**, March 10, 2003

## **MAYA Design** **Design and Technology Consultants**

[An office where work is a family affair: At Maya Design, it's Bring Your Baby to Work Day - all year long](#), **CNN – Fortune Small Business**, June 3, 2009

[Day care's new frontier: Your baby at your desk](#), **USA Today**, March 30, 2008

[Brave New Policy: Babies In the Office](#), **Inc.**, July 1, 2006