



Bright Horizons Unveils Workplace Flexibility Study Results with First Lady Michelle Obama

[WATERTOWN, Ma., May 7, 2009] – **Bright Horizons®** CEO and Board of Trustees member of Corporate Voices for Working Families David Lissy today unveiled findings from the *Innovative Workplace Flexibility Options for Hourly Workers* study at the Corporate Voices For Working Families annual meeting in Washington, D.C. At the meeting, First Lady Michelle Obama advised employers to follow the lead of innovators such as Bright Horizons and fellow panelist Johnson & Johnson to implement work/life strategies such as child care, flexible work options, and other solutions that support working families and achieve business goals.

At the meeting the First Lady urged, “We need to discuss quality on-site child care, something that keeps many of us up at night as families, just wondering where are we going to put our children... This isn’t just about family balance. This is about making workplaces stronger and more effective and keeping and attracting the most qualified people.” Following the session, the First Lady met with Lissy and other Corporate Voices trustees in a private session to discuss in more detail their strategies for enabling employees to achieve success in their personal and professional lives.

The Corporate Voices *Innovative Workplace Flexibility Options for Hourly Workers* study, which involved more than 1,300 lower wage, non-exempt, and hourly workers, demonstrates that workplace flexibility initiatives are as valuable and beneficial to hourly employees, and in some cases even more so, as they are to management employees. Bright Horizons participated in the study along with Marriott, PNC Financial, and Procter & Gamble.

Findings from the study reveal that when organizations offer their employees flexible work arrangements such as flexible scheduling, innovative time-off policies, and compressed work weeks, it leads to a strong return on investment in the way of increased retention, productivity, employee and customer satisfaction, and enhanced recruitment efforts.

Having flexible work arrangements enable Bright Horizons to provide the high-quality of care and consistency of teachers that children deserve and that parents and clients expect. As one Bright Horizons teacher explains in the study, “Teachers are more flexible with each other and work with each other and communicate with each other because the company is flexible with us. It makes us want to work here and to stay here.” At Bright Horizons nearly one in five employees work flexible schedules, and more than 86 percent

of the workforce are early education teachers who are non-exempt hourly workers at child care centers that are open long hours to accommodate the schedules of working parents.

“For Bright Horizons to deliver on our mission to raise the bar for quality child care and early education that helps working families succeed, we need to create a workplace where teachers can build their careers. Flexible work practices are an essential strategy to our position as an employer of choice, and a strategic business imperative to providing the highest quality care for children of working families,” said CEO of Bright Horizons and Board of Trustees member of Corporate Voices David Lissy.

The *Innovative Workplace Flexibility Options for Hourly Workers* study was researched and written by WFD Consulting and supported by a grant from the Alfred P. Sloan Foundation. More information about the study can be found at www.cvworkingfamilies.org. Photos and video from the annual meeting, including remarks made by the First Lady and David Lissy can be found on the site during the week of May 11, 2009.

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About Bright Horizons Family Solutions

Bright Horizons Family Solutions[®] (www.brighthorizons.com) is the world’s leading provider of employer-sponsored child care, back-up care, early education, and work/life solutions. The company operates more than 700 child care and early education centers across the U.S., in Europe, and Canada. Bright Horizons was recently named one of FORTUNE magazine’s “100 Best Companies to Work For in America.”

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