

Family Friendly Business: Good for Families, Good for Business

Monterey County needs businesses that support families, both behind the scenes with flexible policies for their employees, and in the ways they serve the public. Investing in parents and young children results in stronger, healthier families, contributing to stronger, healthier businesses, and empowering our whole community to grow and prosper.

That is why Bright Beginnings – an early childhood development initiative of the Monterey County Children’s Council – is partnering with local chambers of commerce on two Family Friendly Business certification programs:

- **Family Friendly Employers** provide flexibility in helping all employees balance their work and family responsibilities.
- **Child Welcoming Businesses** provide accessible spaces and services – like encouraging children to read, talk, sing or play – that support both parents and children.

Regardless of size and industry, all organizations can share in the benefits of flexible, family friendly policies and employment practices.

Learn more about Family Friendly businesses and discover how your business can be recognized by visiting: www.brightbeginningsmc.org

**BRIGHT
BEGINNINGS**
EARLY CHILDHOOD DEVELOPMENT INITIATIVE

