

# Badger Earns Designation as a 2024 Best Place for Working Parents

*Joins growing list of businesses nationwide proving that family-friendly is good for employees AND the bottom line*

GILSUM, NH, UNITED STATES, September 26, 2024 /EINPresswire.com/ -- [W.S. Badger Co.](#), a legacy indie brand making radically simple organic and natural body care since 1995, announced today that it has earned a 2024 Best Place for Working Parents® designation in recognition of its commitment to supporting parents through family-friendly policies and practices.

[The Best Place for Working Parents®](#) is a growing national movement of business leaders proving that family-friendly is business-friendly. Through a first-of-its-kind online business self-assessment, qualifying organizations across the country can earn the competitive designation, which recognizes innovation across the top 10 research-backed, family-friendly policies proven to benefit working parents AND employers' bottom line.

Badger's forward-thinking company culture results from its founding mission and principles, designed to create (and sustain) a respectful and supportive environment for all employees. Many of its unique and employee-centered practices—extended paid parental leave, free organic lunches served daily, a nearly two-decade-old Babies at Work program that has



**BADGER®**  
**CULTIVATE GOOD**

Badger company logo



Badger is one of New Hampshire's 2024 Best Place for Working Parents



We believe that happy employees make for a happier, healthier workplace, and receiving this designation is both an honor and a validation of our efforts”

*Emily Hall Warren, Badger's  
Director of People & Culture*

welcomed over 30 babies, and more—result from employee feedback.

“We believe that happy employees make for a happier, healthier workplace, and receiving this designation is both an honor and a validation of our efforts,” said Emily Hall Warren, Badger’s Director of People & Culture. “It’s gratifying to see the data catching up with best-in-the-field practices, proving that worker-centered policies lead to higher retention, productivity, innovation, agility, and employee engagement.”

For a list of the [Top 10 Family-Friendly Policies](#) that benefit families and have a positive impact on a business’s profitability, visit <https://bestplace4workingparents.com/policies/>

#### About Badger

A family-run and family-friendly company making healthy products for people and the planet since 1995, Badger was born when Badger Bill, a carpenter, created a recipe of natural ingredients strong enough to soothe his rough, dry, cracked hands. Today, the company produces sunscreens and personal care products at its solar-powered headquarters in Gilsum, N.H. Inherent in Badger’s DNA is its status as a B Corp, a certification earned through B Lab, a third-party non-profit that works with sustainable-minded brands to meet rigorous standards of transparency and environmental and social performance. Badger has been a certified B Corp since 2011 and, in 2015, became one of New Hampshire’s first businesses to register legally as a Benefit Corporation. For more information, visit [badgerbalm.com](http://badgerbalm.com) and follow on Facebook, Twitter, and Instagram.

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