

**Carolina Parenting Inc. Announces  
2009 N.C. Family-Friendly 50 Companies**

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Carolina Parenting Inc., publisher of three regional parenting publications in North Carolina, announces its 2009 N.C. Family-Friendly 50 companies in the September issues of *Carolina Parent*, *Charlotte Parent* and *Piedmont Parent* magazines and online. This year's selection of 50 companies reflects an increase from the previous 10 years, when 40 employers were recognized for offering family-friendly workplace options and benefits that help employees balance work and family responsibilities.

"During the last several years, we witnessed an increase in the number of companies touting family-friendly benefits," said Mark Ethridge, president of Carolina Parenting Inc. "Even during a challenging economic climate, we found that employers are striving to provide creative programs and options to help their employees continue to be productive and effective workers while also having the flexibility, resources and support to help them enjoy and make the most of life with their families."

The selection process started with a simple nomination form. Companies were then contacted to gather additional information about their benefits and work environment. The Carolina Parenting N.C. Family-Friendly 50 Companies of 2009 were selected in partnership with UNC Kenan-Flagler Business School.

This year, the companies will be recognized at two special events: the Women@Work Breakfast on Tuesday, Sept. 15, from 8:30 to 10:30 a.m. at American Tobacco Bay 7 in downtown Durham and the Moms@Work Luncheon on Thursday, Sept. 17, from 11 a.m. to 1:30 p.m. at The Westin Charlotte.

Ann Crittenden, award-winning journalist and author of *The Price of Motherhood* and *If You've Raised Kids, You Can Manage Anything*, will address the Triangle-area audience. In Charlotte, the featured speaker is Wendy Sachs, author of *How She Really Does It: Secrets of Successful Stay-at-Work Moms* and columnist for MommyTracked.com. Details about these events are available at [www.carolinaparent.com](http://www.carolinaparent.com) and [www.charlotteparent.com](http://www.charlotteparent.com).

(more)

Carolina Parenting Inc. N.C. Family-Friendly 50 Companies, 2009  
(City designation is the nominating location)

Alston & Bird LLP, Raleigh	Lyerly Agency Inc., Charlotte
American Express, Greensboro	Nationwide Insurance, Raleigh
Ameritrust Equity, Charlotte	Novant Health, Winston-Salem
Angus Barn, Raleigh	Novo Nordisk Pharmaceutical Industries Inc., Clayton
Arysta LifeScience North America, Cary	Progress Energy Inc., Raleigh
Bank of America, Charlotte	Providence Day School, Charlotte
BDO Seidman, Charlotte	Qualcomm Inc., Raleigh
Blue Cross Blue Shield of N.C., Chapel Hill	Red F Marketing, Charlotte
Capitol Broadcasting Company, Raleigh	REI, Durham
Carolinas HealthCare System, Charlotte	Replacements Ltd., Greensboro
Carolinas Medical Center – Union, Monroe	Rex Healthcare, Raleigh
Child Care Services Association, Chapel Hill	RHO Inc., Chapel Hill
Cisco, Research Triangle Park	RTI International, Research Triangle Park
Deuterman Law Group, Greensboro	SAS, Cary
Duke Energy, Charlotte	Senn Dunn Insurance, Greensboro
Duke University and Health System, Durham	The Steel Network Inc., Durham
Ernst & Young, Charlotte	TIAA-CREF, Charlotte
Expedite Group, Cary	Time Warner Cable-Carolina Region, Morrisville
Gaston County Family YMCA, Gastonia	UNC Health Care, Chapel Hill
Grant Thornton LLP, Charlotte	United Guaranty Corp., Greensboro
High Point Regional Health System, High Point	U.S. Environmental Protection Agency, Research Triangle Park
IBM, Research Triangle Park	Vietri Inc., Hillsborough
Integrated Laboratory Systems, Durham	WakeMed Health & Hospitals, Raleigh
Kindermusik International, Greensboro	The Women’s Center, Chapel Hill
KPMG LLP, Charlotte	
L&E Research Inc., Raleigh	

Carolina Parenting Inc. encourages nominations for next year’s N.C. Family-Friendly 50 Companies. To nominate a company, visit [www.carolinaparent.com](http://www.carolinaparent.com), [www.charlotteparent.com](http://www.charlotteparent.com) or [www.piedmontparent.com](http://www.piedmontparent.com) and complete the form under Resources, Family-Friendly.

Carolina Parenting Inc. publishes three local, award-winning monthly parenting magazines and Web sites for each of North Carolina’s largest markets: *Carolina Parent* in the Raleigh-Durham-Chapel Hill area, *Charlotte Parent* in the greater Charlotte area and *Piedmont Parent* in the Triad. The combined magazine readership is more than 320,000. The associated Web sites are [www.carolinaparent.com](http://www.carolinaparent.com), [www.charlotteparent.com](http://www.charlotteparent.com) and [www.piedmontparent.com](http://www.piedmontparent.com).

