

FOR IMMEDIATE RELEASE

New Seasons Market Announces New Paid Parental Leave Benefit, Supports Paid Family and Medical Leave Legislation

PORTLAND, Ore. (January 9, 2018) — [New Seasons Market](#) CEO Wendy Collie today announced that, effective January 1st, New Seasons will provide paid parental leave to eligible staff. New Seasons is one of the first grocery stores in the country to provide a paid parental leave benefit to its employees.

“We consistently seek feedback from our staff, and they shared that paid parental leave is one of the areas of need so they can spend critical time at home when they have a child, adopt or become long-term foster parents,” said Collie. “In response, we brought together a team and have been working over the past year to make paid parental leave a reality.”

Effectively immediately, New Seasons will give any benefits-eligible staff member up to four weeks of fully paid parental leave for the birth, adoption or long-term guardianship or foster placement of a child or children. This benefit recognizes and includes all types of families and will be available for employees of all genders.

For staff, providing paid parental leave is the right thing to do and in alignment with New Seasons’ commitment to progressive values. It was reported in a U.S. Department of Labor study that only 14 percent of workers in the country have access to paid family and medical leave¹.

Staff member and community coordinator Allison Ekeya, who gave birth to her first child last May, shared, “Our people and the service we provide is what makes New Seasons Market special. By providing paid parental leave across the gender spectrum, New Seasons Market demonstrates a commitment to furthering our mission and supporting employees, families and communities.” Ekeya serves as a member of New Seasons’ Staff Mission Council and is a vocal advocate on behalf of working parents, helping to shape the final policy for the company.

¹ National Compensation Survey: Employee Benefits in the United States:
<https://www.bls.gov/ncs/ebs/benefits/2014/ebb10055.pdf>

Beyond helping its own staff, New Seasons is also committed to advocating for policies that improve equity and livability across the state. New Seasons has recently championed policies for increasing the minimum wage in Oregon, for increasing affordable housing and for legislation that requires fair and predictable scheduling for all workers.

Continued Collie, "We are now working to support a statewide paid family and medical leave law, which will be introduced to the Oregon Legislature in February. Taking time off to care for a new child shouldn't mean losing wages or compromising your economic security. Yet, for the 86 percent of workers across the country without access to paid family and medical leave coverage, spending time at home with their new child can be a financial challenge. We believe public policy is needed to level the playing field and to ensure that every Oregonian has the benefits they need to take care of themselves and their family."

New Seasons Market was founded on the idea that business can be a force for good, serving staff, communities and the planet as part of growing a healthy business.

About New Seasons Market

About New Seasons Market New Seasons Market is a West Coast neighborhood grocer with a people-first culture that builds and sustains relationships for the greater good. The world's first B Corp grocery store, the company places as much value on taking care of its staff, its community and the environment as it does on growing and operating its business, resulting in genuine relationships between staff, vendors and customers. A respected champion of the regional food economy, it partners with farmers, ranchers and producers to deliver the best of the region, and pairs local, organic favorites with grocery classics to offer customers choice, value and flexibility. New Seasons started with a single store in Portland, Ore., in 2000 when three families and 50 friends united over shared values. Together with its 4,000 plus welcoming staff, New Seasons offers a unique retail experience in which communities come together to realize the potential of a healthy, sustainable food system. New Seasons has 21 neighborhood stores in Washington, Oregon and California, as well as four New Leaf Community Market locations in Northern California, and commits 10 percent of its after-tax profits back to the communities it serves. For more information visit www.newseasonsmarket.com.

###

Media Contact

Nicole Brooks

nicole.brooks@newseasonsmarket.com

503-281-9737