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**Ad Age and Outside Name Sterling-Rice Group a  
“Best Place to Work”**

*Independent brand consultancy and creative agency grows its reputation as one of the country’s  
best employers; wins sixth consecutive Outside magazine award*

**BOULDER, Colo., (Nov. 15, 2016)** – Sterling-Rice Group (SRG), a Boulder-based brand consultancy and creative agency, today announced its inclusion on both *Outside* and *Ad Age* magazines’ annual “Best Places to Work” lists. This is the sixth consecutive year that SRG has been recognized as an outstanding employer by *Outside*, and the first time the firm has been included on *Ad Age*’s list.

SRG earned both honors thanks to its progressive culture and industry-leading benefits, which include flexible polices to foster work-life balance, a wide variety of company-supported recreation opportunities, and generous healthcare benefits. Last year, SRG opened “Relaxation Row,” a space for employees to decompress, featuring a dedicated nap room, meditation room, massage room, and mothers’ room. On-site yoga, meditation, massage, and acupuncture sessions are available during the workday on a weekly basis, and the firm provides milk delivery service for traveling mothers.

“We remain deeply honored for our continued recognition as one of the top workplaces in the U.S. because it takes the efforts of each SRG team member, each year, to earn such distinctions,” said Walt Freese, CEO of SRG. “It is impossible to oversell the passion, energy, and competence of the SRG team, and I couldn’t be more grateful to work with such extraordinary individuals.”

SRG also highly values professional development and is committed to providing its people with rewarding career paths. The firm doubled its professional training and development budget in 2016 in response to employee feedback.

Each year, *Outside* magazine recognizes the top 100 U.S. companies that are eco conscious, prioritize giving back to the community, and help their employees strike a balance between work and play. *Ad Age*'s annual Best Places to Work list scores the country's top 50 firms by factors including compensation, benefits packages, and hiring practices, as well as work-life balance. Special perks, diversity, and career development opportunities were also considered.

In addition to employee benefits, SRG invests significantly in its community. Each year, the firm donates 10% of its operating income to local nonprofit organizations. Additionally, SRG offers a matching contribution program for employee donations and sponsors numerous pro bono activities with local charitable organizations.

"We are thrilled to receive this recognition, but won't be resting on our laurels anytime soon. We are eager to invest in our people to an even greater degree as they continue to invest their passion, commitment, and expertise with us," said Freese.

### **ABOUT STERLING-RICE GROUP**

Headquartered in Boulder, Colo., SRG is a nationally recognized brand-building firm that focuses on creating and activating brands. For more than 30 years, companies ranging from small entrepreneurial start-ups to some of the biggest brands in the world, have come to Boulder to seek out SRG's expertise in consumer insights, brand strategy, brand positioning, new product innovation, advertising, and design. With deep experience in all things consumer and culinary, they are responsible for \$10 billion in incremental value for clients over the past five years alone. SRG has been ranked on *Outside* magazine's Best Places to Work list for the past six years—a tribute to their work and the progressive culture of the company.

Visit [www.srg.com](http://www.srg.com) for more information.

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