

FOR IMMEDIATE RELEASE

**38 Organizations Awarded *Profiles in Diversity Journal's*
2010 Diversity Leader Award[®]**

CLEVELAND, OH – JANUARY 8, 2010 – In the 2010 January/February Issue, *Profiles in Diversity Journal* will announce that the following organizations will receive the “2010 Diversity Leader Award[®]” for demonstrating outstanding diversity communication practices during the past year: American Airlines, American Institute for Managing Diversity, Inc. (AIMD), AXA Equitable Life Insurance Co., Bank of the West, Best Buy Co., Inc., Blue Cross Blue Shield of North Carolina, Burger King Corporation, CA, Inc., Catalyst, CDW Corporation, Chevron, Cisco Systems, Inc., Deloitte, Eastman Kodak, Ford Motor Company, Georgia Power Co., Halliburton, Harrah’s Entertainment, Highmark Inc., ITT Corporation, Ivy Planning Group, LLC, KPMG, LLP, Lockheed Martin Corporation, National Grid, New York Life Insurance Company, Pitney Bowes, Inc., Royal Dutch Shell, Society for Human Resource Management (SHRM), Sodexo, Textron Systems Corporation, The Lifetime Healthcare Companies, Union Bank N.A., UnitedHealth Group, Vanguard, Verizon, Wal-Mart Stores, Inc., Waste Management, Inc., and WellPoint, Inc.

“It is most appropriate for *Profiles in Diversity Journal* to bestow such an award on these organizations,” said James Rector, publisher of the magazine. “We are, after all, in the business of helping organizations tell their own success stories. We are the people side of diversity. Our mission is to give voice to diversity efforts around the world by offering a variety of editorial opportunities—totally independent of advertising, I might add—that allow companies to share their commitment to diversity.”

The Diversity Leader Award[®] is awarded to companies that share their success stories with the magazine’s readers on a regular basis, by taking advantage of the magazine’s special features, by sharing their news releases, and by offering profiles of their thought leaders. “Such ongoing communication serves as a beacon to others to proclaim their own commitment to diversity,” said Rector.

Profiles in Diversity Journal will continue to recognize and celebrate companies year after year that have a lot to say about diversity and inclusion. If your company is lighting the

way for others this is the magazine that will help you get the word out. Plenty of opportunities are coming in 2010. Review their editorial calendar at www.diversityjournal.com and make the decision to shine the light of your efforts for all the world to see.

Now in its **12th** year, *Profiles in Diversity Journal* is a bi-monthly magazine focusing on diversity/inclusion in business, government, healthcare, non-profit, higher education and military settings. The focus of the *Journal* is on senior leadership, best practices, benchmarking, workforce diversity strategies, recognition of employee contribution, and features about what makes organizations great.

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