

PEOPLE Announces "50 Companies That Care"

PEOPLE Partners with Great Place to Work® to Identify Top U.S. Companies Caring For Their Communities, Their Employees, and the World

Salesforce Named No. 1 for Second Consecutive Year for Leveling the Playing Field Regarding Pay Equality

[PEOPLE.com/50CompaniesThatCare](https://www.people.com/50CompaniesThatCare)

#50CompaniesCare

NEW YORK, July 25, 2018 /PRNewswire/ -- Meredith Corporation's PEOPLE reveals its second annual list of "Companies That Care," spotlighting 50 U.S. companies that have succeeded in business while also demonstrating respect, compassion, and concern for their communities, their employees, and the environment. PEOPLE once again partnered with research and consulting firm Great Place to Work to identify the top U.S. companies that best fit the criteria. Salesforce, the San Francisco-based cloud computing company that sells customer relationship management tools, landed the No. 1 spot for the second year in a row for leveling the playing field regarding pay equality.

Salesforce has long been known for its lavish benefits and "family" culture among its 30,000 employees. But it was chief personnel officer **Cindy Robbins** who first raised the issue of pay equality with CEO **Marc Benioff** in 2015. "I had been discussing the wage gap for months with my colleague **Leyla Seka**," says Robbins. "We wanted to figure out what we could do to help other women at Salesforce." Benioff admits he was stunned when a subsequent analysis revealed a pay gap between men and women at the firm—and he stepped up to fix it, dedicating \$3 million that year to correct the discrepancy, then another \$3 million in 2017 to correct compensation differences by gender, race and ethnicity across the company.

Salesforce, in addition to the 49 other companies that made the list, will be featured in the August 6th, 2018 issue of PEOPLE, which hits newsstands nationwide on Friday, July 27. Read more company stories and view the full list at: [PEOPLE.com/50CompaniesThatCare](https://www.people.com/50CompaniesThatCare).

To identify the "50 Companies That Care," PEOPLE teamed up with Great Place to Work to produce the list using the research firm's extensive database and inside knowledge of outstanding workplaces around the globe. Rankings are based on surveys representing over 4.5 million employees' experiences of how their workplaces have made a difference in their lives and their communities. Rankings also reflect Great Place to Work's assessment of the generosity of each organization's benefits, philanthropic and community support, with focus on activities occurring in the last year.

PEOPLE'S 2018 TOP 10 "COMPANIES THAT CARE"

View full list at [PEOPLE.com/50CompaniesThatCare](https://www.people.com/50CompaniesThatCare)

- Salesforce
- Deloitte
- Ultimate Software
- Comcast NBCUniversal
- Edward Jones
- Adobe Systems Incorporated
- Intuit Inc.
- Genentech
- SAP America
- Cisco

ABOUT PEOPLE

Meredith Corporation's PEOPLE revolutionized personality journalism when it launched as a weekly in 1974 with a mission to celebrate extraordinary people doing ordinary things and ordinary people doing extraordinary things. Ubiquitous and still at the center of pop culture more than 40 years later, the PEOPLE brand is accessible across all media and platforms (print, digital, video, OTT, mobile, social) bringing more than 100 million consumers a unique mix of breaking entertainment news, exclusive photos, video, unparalleled access to the red carpet, celebrities, and in-depth reporting on the most compelling newsmakers of our time. An essential component of PEOPLE's editorial vision remains human interest stories, which touch and often mirror the lives of our passionate audience. ComScore ranks the PEOPLE/Entertainment Weekly Digital Network No. 1 in the entertainment news category. And now, the PeopleTV app offers a free, advertiser-supported OTT streaming video service. PEOPLE is an award-winning 24/7 news organization headquartered in NYC with reporters worldwide. For more information visit PEOPLE.com and follow @people on Twitter and Instagram, @peoplemag on Facebook, and the PEOPLE channel on YouTube and on Snapchat's Discover.

ABOUT GREAT PLACE TO WORK

[Great Place to Work®](#) is a global people analytics and consulting firm that helps companies produce better business results by focusing on workplace culture. Powered by more than 30 years of research, Emprising®, its SaaS-enabled survey and analytics platform, gives companies access to the assessments, data, and reporting needed to build a high-trust, high-performance culture.

Read the new book: "[A Great Place to Work for All: Better for Business, Better for People, Better for the World.](#)" Learn more on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

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