



For Immediate Release

Evia Events Receives GEN Certification for Gender Equity at Work

Evia Meets Gold Standard for Equity-Centered Workplace Culture

SEATTLE — January 23, 2020 — Today, GEN (Gender Equity Now) awarded GEN-Certified status to Evia Events, a Seattle-based media distribution company. The GEN Certification is the first data-driven standard for gender equity in United States businesses. Created by a consortium of award-winning data analysts, experts in the field of gender studies and a research team at the University of Washington, GEN Certification recognizes companies whose practices and processes are proven to support gender equality.

“We created the GEN Certification to reward leaders like Evia, who go beyond good intentions to meaningful action,” said Sara Sanford, executive director of GEN. “While we see a lot of businesses publicly claim a commitment to gender equity, Evia’s leadership demonstrates what it looks like to put that commitment into action. They approached this process ready to learn and embraced systemic changes that will level the playing field for employees of all backgrounds.”

As part of their efforts to meet the GEN Certification standard, Evia:

- Participated in a pay gap audit
- Revised hiring processes to include blind application reviews and standardized interviews
- Expanded their recruiting strategy to connect with organizations working to advance underrepresented populations in growth fields
- Drafted a comprehensive equity strategy to ensure they maintain equitable practices as they continue to grow

“Equity and inclusion have always been core values at Evia, but we wanted to make sure we’re practicing what we preach. We know that just recruiting isn’t enough. We want to make sure all employees’ voices are heard and that bias doesn’t keep anyone’s talents from being recognized.” said Hilary Laney, CEO at Evia. “The GEN Certification process didn’t just give us a gold star. It gave us an evidence-backed action plan to de-bias our processes. We know that identifying and removing hidden barriers to equity will give us a competitive advantage. It’s the right thing to do and the smart thing to do.”

Evia’s early certification also means they qualified for GEN’s ‘20 by 2020’ – a shortlist of the first twenty businesses to achieve GEN Certification status.

Businesses that apply to be certified are audited on employee experience and internal processes across a rigorously derived set of sentiment indicators and process criteria. Businesses that rate on the spectrum of compliance can engage in GEN processes of continuous improvement to achieve full certification.

About GEN (Gender Equity Now)

GEN, a nonprofit corporation in the State of Washington, uses data-driven approach to de-bias workplace processes and foster systemic equity. GEN’s mission is to elevate equity to a business imperative. GEN can be found at <http://www.thinkgen.org>.

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