

## Sample CEO Letter

Employees feel more empowered to take their vacation time if that message is reinforced by senior management. Please highlight and copy the text below and use it to create a message from your company head.

Dear Employee:

Every CEO knows that his/her employees are a company's most valuable asset. Our company is no exception. We would never be able to achieve the success that we do without the presence of each and every one of you.

What I am about to say might surprise you. I'm committed to having you take your hard-earned vacation time, enjoying your time off with your family and loved ones, recharging, renewing, and increasing your satisfaction with your life and work.

Did you know that a total of 429 million days of unused paid time off was left on the table in 2013.<sup>1</sup> That statistic is alarming for many reasons; most importantly, medical research has shown that a lack of time away from the office can lead to higher stress levels resulting in heart disease, high blood pressure and other health issues.<sup>2</sup>

Additionally, studies reveal that people who take regular vacations report better relationships with their spouses and kids, and have higher levels of productivity and creativity. All of that adds up to a happier and healthier existence, both inside and outside the workplace.

**You've earned your vacation time and I am encouraging you to take it!**

Shortly you will be receiving correspondence from our HR department asking you to review the amount of vacation time you have left this year – and encouraging you to start making plans to take your well-deserved time off. Please reach out to him/her with questions or concerns.

Happy vacation planning!



Vacation Commitment Day  
March 31, 2015

<sup>1</sup> February 2014 Oxford Economics Study

<sup>2</sup> Vacation Integration Towards an All-Inclusive Lifestyle [V.I.T.A.L.], Nielsen Research Study, Dec 2013