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# TrueBlue, Inc. Earns CEO Cancer Gold Standard Re-Accreditation

TACOMA, Wash.--(BUSINESS WIRE)-- TrueBlue has earned *CEO Cancer Gold Standard*<sup>™</sup> re-accreditation for maintaining a strong commitment to the health of its employees and satisfying the latest, comprehensive requirements of the *Gold Standard*.

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20160512006586/en/>

(Graphic: Business Wire)

The *CEO Roundtable on Cancer*, a nonprofit organization of CEOs, founded by former President George H.W. Bush, developed and administers the *Gold Standard*, an employee wellness accreditation program that addresses cancer in the workplace. Nearly 200 private, nonprofit and government employers in a wide range of occupational categories have earned Gold Standard accreditation, including the National Cancer Institute (NCI) and a number of NCI-designated cancer centers.

“We are committed to helping win the fight against cancer,” TrueBlue CEO Steve Cooper said. “Our ‘Stronger You, Stronger ‘Blue’ initiative continues to provide the programs and policies that keep our employees and their families healthy and well.”

To earn and maintain *CEO Cancer Gold Standard*<sup>™</sup> accreditation, an employer meets specific requirements in corporate culture and health benefits: establish policies and programs to reduce cancer risk by prohibiting tobacco use and supporting tobacco cessation efforts; promote physical activity, healthy nutrition and weight management; provide health insurance options that include detecting cancer at its earliest stages, access to quality care, and participation in clinical trials; promote employee awareness of these initiatives; and support the needs of cancer survivors in the workplace. For more information about the *CEO Cancer Gold Standard*<sup>™</sup>, including the no-cost accreditation process and support, please visit [www.CancerGoldStandard.org](http://www.CancerGoldStandard.org).

## About TrueBlue:

TrueBlue (NYSE: TBI) is a leading provider of specialized workforce solutions including staffing, large-volume on-site workforce management, and recruitment process outsourcing to fill full-time positions. Based in Tacoma, Wash., TrueBlue serves clients globally and connects as many as 840,000 people to work each year in a wide variety of industries. Learn more at [www.trueblue.com](http://www.trueblue.com).

## About *The CEO Roundtable on Cancer*

The *CEO Roundtable on Cancer* was founded in 2001, when former President George H.W.

Bush challenged a group of executives to "do something bold and venturesome about cancer within your own corporate families." Since then, the Roundtable has created the CEO Cancer Gold Standard, the CEO Life Sciences Consortium, and Project Data Sphere. More information about the Roundtable can be found at [www.CEORoundTableonCancer.org](http://www.CEORoundTableonCancer.org).

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