

PRESS RELEASE



FOR IMMEDIATE RELEASE

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RESCUE TRANSITIONS TO 100% EMPLOYEE OWNED AGENCY

Rescue Agency, a nationally recognized behavior change marketing firm whose mission is to make healthy behaviors easier and more appealing, announced today that it has become a 100% employee-owned company through an Employee Stock Ownership Plan (ESOP).

Founded in 2001 by Jeff Jordan, Rescue Agency helps federal, state, and county public health agencies, nonprofits, and health systems create marketing and outreach efforts to address tobacco control, substance misuse, nutrition education, mental health support, and early childhood education, among other topics.

“Our vision has always been to be the authority in behavior change marketing. With our track record of success over 20 years, now is the right time for us to cement our independence, set up a framework for smart growth, and ensure the integrity of our work through our creative yet science-based approaches, intentionally equitable programs, and respect for data,” reflects Jordan.

The ESOP ownership transition is a natural next step for Rescue, a certified B Corp since 2014 and a Benefit Corporation that has made a conscious effort to balance people, profit, and purpose. “Our team of over 250 change agents is the engine behind the research, strategies, creative campaigns, and evaluations proving that our tailored communications can drive positive health outcomes,” said Kristin Carroll, CEO of Rescue Agency. “We already have a strong culture and passionate team, but moving forward, we’ll be able to connect their contributions to their own long-term future in a more direct way,” she shares.

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An ESOP is a qualified retirement plan established as a trust, where current and future employees receive beneficial ownership in the company over time. Through the allocation of shares, eligible Rescue Agency change agents will be able to access a retirement plan that requires no out-of-pocket contribution, helping them plan for their future financial well-being.

“The ESOP also has a material benefit to our clients and business operations moving forward,” notes CEO Kristin Carroll. “While the ownership structure will shift, day-to-day operations will remain the same with plans to further invest in client relationships, systems to support the growth of our work, and efforts to measure the impact of our shared efforts all supporting the long-term sustainability of our mission and vision,” she said.

Rescue Agency’s strong partnership with our federal public health agency partners, over 27 state public health agencies, county offices, nonprofits, and other clients will continue, as will the commitment to sharing knowledge and learnings to accelerate the impact of targeted communication programs on our most pressing health challenges. Shared learning can be accessed by public health agencies, non-profits, and health systems at www.rescueagency.com/webinars. Additionally, Rescue Agency will host its 5th biennial Agents of Change Summit from February 23, 2025 - February 25, 2025.

About Rescue Agency:

Rescue is the leading behavior change marketing agency, dedicated to driving positive health outcomes by creating data-driven health communications campaigns in partnership with local, state, and federal public health agencies, as well as non-profits and health systems. As a full-service agency, Rescue excels in research and strategy, creative development, media, and community engagement to effectively tackle the most pressing health issues facing our communities. Visit www.rescueagency.com to learn more.

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