



2026 Slack/Teams/Email messaging intro options for HR/People teams: Brightline 2026

Option #1:

At _____, one of our values is prioritizing our people. We've built a benefits package we're proud to offer — one that supports each of you in various ways. We acknowledge that everyone's mental and physical health journey is unique and that people who are parents can face a different set of stressors on a daily basis. (Raising good humans can be very hard work.)

When kids are thriving mentally and physically, parents thrive, too. And when parents thrive, we all win — our teams enjoy stronger professional relationships, higher employee retention, and a more collegial, productive environment.

Which is why we are thrilled to promote Brightline, a family mental health benefit that supports kids and parents alike. Whether you're parenting a newborn or a teenager, the message below from Brightline is for you. For questions, contact your People Team or visit brightline.com to learn more.

Note: Families in NY, NJ, and CT have access to in-person and online services. All services in MA and WA are online at this time.

Option #2:

At _____, one of our values is prioritizing our people. We've built a benefits package we're proud to offer — one that supports each of you in various ways. **Which is why we are thrilled to promote Brightline, a family mental health benefit that supports kids and parents alike.** Whether you're parenting a newborn or a teenager, the message below from Brightline is for you. For questions, contact your People Team or visit brightline.com to learn more.

Note: Families in NY, NJ, and CT have access to in-person and online services. All services in MA and WA are online at this time.

Option #3:

Hey parents! Whether you're parenting a newborn or a teenager, it helps to know you're not alone. And we firmly believe that anytime is the right time to ask for help. **Which is why we're proud to offer Brightline (a family mental health benefit that supports kids and parents) as a benefit for all of _____ employees with families.** Read the message below from Brightline and contact your People Team or visit brightline.com to learn more today.

Note: Families in NY, NJ, and CT have access to in-person and online services. All services in MA and WA are online at this time.