**Inspired Perspectives**

***NEWS RELEASE***

Contact: Amy Cohen Katy Keene

President Director, Client Solutions

Tel. (904) 641-1208 Tel: 904-805-3111

acohen@IPWellbeing.com kkeene@IPWellbeing.com

***For Immediate Release***

**Inspired Perspectives Certified by the Women’s Business Enterprise National Council**

(JACKSONVILLE, Fla.; April 17, 2018) – Inspired Perspectives, a Jacksonville-based well-being company that supplies health promotion products, support and materials for businesses and government agencies nationwide, announces today that it has earned a national certification as a Women’s Business Enterprise by the Women’s Business Enterprise National Council (WBENC).

The certification adds Inspired Perspectives to the exclusive list of 11,500 certified women-business enterprises in the U.S., and allows the company to compete for work set aside for woman and minority-owned businesses in the federal and private sectors.

“We are proud to count Inspired Perspectives as one of our certified, woman-owned businesses,” said G. Nancy Allen, president and CEO of the Women’s Business Development Counsel of Florida (WBDCF). “By including women-owned businesses among their suppliers, corporations and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier diversity programs.”

“Inspired Perspectives is honored and proud to be formally certified as a woman-owned business enterprise,” said Amy Cohen, President of Inspired Perspectives. “We look forward to serving customers in this new capacity and appreciate the tremendous opportunities for growth and expansion that this certification affords us.”

WBENC’s national standards of certification are meticulous and include an in-depth review of the business, as well as a site inspection. This process confirms each certified business is at least 51-percent owned, operated and controlled by a woman or women.

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**About Inspired Perspectives**  
Headquartered in Jacksonville, Fla., Inspired Perspectives LLC (IP), is a wellbeing company specializing in motivating populations to engage in healthier choices and behaviors driven by internal rewards. IP delivers creative, flexible and fully customizable solutions tailored to unique populations and designed to sustain long-term positive rewards.

**About the Women’s Business Enterprise National Council**WBENC is the largest third-party certifier of businesses owned, controlled and operated by women in the United States. WBENC partners with 14 Regional Partner Organizations (RPOs) to provide its world-class standard of certification to women-owned businesses throughout the country. WBENC is also the nation's leading advocate of women-owned businesses and entrepreneurs. Throughout the year, WBENC provides business development opportunities for member corporations, government agencies and more than 14,000 certified women-owned businesses at events and other forums. Learn more at [www.wbenc.org](http://www.wbenc.org).