[**Logo**]

**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

**[Company Name]**

**[Date]**

**[Business Name] Announces Rebrand**

{*Sub-header: write one sentence about what the new brand says about the company.*}

**[Place, date].** [Business Name], [brief description of business], announced today that it has completed a major rebranding. [In one sentence describe what prompted the rebranding].

[Use one or two sentences to give company background and then another two or three sentences to establish what the rebranding entails (new name, new website, new logo, new offices, new products and focus, etc.)].

“[Quote from the CEO/President/Vice President about the new brand and direction],” said [quoted source]. “[Quote continued].”

[Discuss in two or three sentences what the old brand reflected and why it no longer fits the company].

Visit [website address] to explore the new website, brand, and office.

**About [Business Name]**

[Two to three sentences on what the business does. Include significant business partners and mission statement].

**Media Contact:**

[Name]

[Job Title]

[Email address]

[Phone number]