

Rebranding Press Release Template

[Company Name]

[COMPANY LOGO]

[Name of Media Contact Person]

[Phone Number of Media Contact Person]

[Email Address of Media Contact Person]

[Release Date]

FOR IMMEDIATE RELEASE or **FOR RELEASE**
[DATE/TIME] or **EMBARGOED UNTIL** [DATE/TIME]

[COMPANY NAME] UNVEILS UPDATED BRAND

[Optional: Press release subtitle]

[Date, City, State]—[Company name] is thrilled to announce its new brand identity and image. The strategic rebranding showcases [a change in the industry/futuristic vision/long-term goal/etc.]

[Body paragraphs that share background information about why this rebranding is significant and relevant to your target audience. You can include the new name, logo, and tagline. And highlight some information on the reasons for the rebranding and its impact on the customers—especially if there are some changes in pricing and offerings.]

About [Company name]:

[Include the company boilerplate, which is a paragraph that describes your company and its offerings, achievements, and mission/vision]. For further information, please visit [company website].

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[Call to action]

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