



Rebranding Press Release Template:

FOR IMMEDIATE RELEASE

[Your Company Name] Announces Rebrand to [New Brand Name]

New Name Reflects [Reason for Rebranding] and [Future Vision]

[City, State, Date] – [Your Company Name], a leading [industry/sector], is excited to announce its official rebranding to [New Brand Name]. This change is part of our strategic vision to [briefly explain the reason for the rebrand, such as expansion, new mission, or market repositioning].

Why the Rebrand:

The decision to rebrand was driven by [reason for rebranding]. [Expand on how the new brand better represents your company's values, services, or goals].

Quote from Company Executive:

“Our new name, [New Brand Name], better represents who we are and where we're going,” said [Executive's Name], [Executive's Title] at [Your Company Name]. “This rebrand aligns with our commitment to [mention a key value or goal], and we are excited about the future.”

What's New:

- New Logo: [Describe the new logo and its significance].
- Updated Website: Visit our new website at [new website URL] for more information.
- Continued Commitment: We remain dedicated to [mention key services or values] and look forward to continuing to serve our customers and partners.

About [Your Company Name]:

[Provide a brief overview of your company, its history, mission, and any notable achievements]. For more information, visit [your company website].

Media Contact:

[Your Name]
[Your Title]
[Your Company Name]
[Phone Number]
[Email Address]
[Company Website URL]

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Example:

FOR IMMEDIATE RELEASE

Tech Innovators Inc. Announces Rebrand to FutureTech Solutions

New Name Reflects Commitment to Innovation and Future Growth

San Francisco, CA, May 14, 2024 – Tech Innovators Inc., a leading technology solutions provider, is excited to announce its official rebranding to FutureTech Solutions. This change is part of our strategic vision to emphasize our focus on future innovations and market expansion.

Why the Rebrand:

The decision to rebrand was driven by our growth and commitment to innovation. FutureTech Solutions better represents our forward-thinking approach and dedication to providing cutting-edge technology solutions.

Quote from Company Executive:

“Our new name, FutureTech Solutions, better represents who we are and where we’re going,” said Jane Doe, CEO at Tech Innovators Inc. “This rebrand aligns with our commitment to innovation, and we are excited about the future.”

What’s New:

- New Logo**: Our new logo symbolizes innovation and forward movement.
- Updated Website**: Visit our new website at www.futuretech.com for more information.
- Continued Commitment**: We remain dedicated to delivering top-notch technology solutions and look forward to continuing to serve our customers and partners.

About FutureTech Solutions:

Founded in 2010, FutureTech Solutions has been at the forefront of technological advancements, delivering innovative solutions that drive business success. For more information, visit www.futuretech.com.

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Feel free to customize the template and example according to your specific details.