[**Logo**]

**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

**[Company Name]**

**[Date]**

**[Business Name] Announces Name Change to [New Name]**

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

**[Place, date].** [Business Name], [brief description of business], announced today that it has changed its name to [New Name]. [In one sentence describe what prompted the name change and when this happened]. The new name reflects the [changes in the company, approach, product, etc].

[Use one or two sentences to give company background and then another two or three sentences to establish what, if anything, will change in terms of product, services, leadership, etc.]

“[Quote from the CEO/President/Vice President of Business Name about the business and its mission],” said [quoted source]. “[Quote about why the new name is a better fit].”

**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]