

[COMPANY LOGO]

FOR IMMEDIATE RELEASE

# **[Old Company Name] Rebrands as [New Company Name] to [Reason for Rebrand]**

*[Subheadline clarifying the scope of the change and what it means for customers — under 120 characters]*

CITY, State, Month Day, Year /PRNewswire/ — [Old Company Name], [brief company descriptor], today announced it is rebranding as [New Company Name]. The rebrand reflects [the company's evolution, expanded mission, new strategic direction, etc.] and takes effect [date].

## **Why the Change**

[Explain the strategic rationale behind the rebrand. Connect it to the company's growth, market evolution, or expanded vision. Be specific about what prompted the decision and what it signals about the company's future.]

## **What Is Changing**

- Company Name: [Old Name] becomes [New Name]
- Visual Identity: [New logo, color palette, design language — describe briefly]
- Website: [New URL, if applicable, and transition timeline]
- Product Names: [Any product renaming, if applicable]
- [Other changes: social media handles, email domains, office signage, etc.]

## **What Stays the Same**

- Mission: [Reaffirm the core mission]
- Team: [Confirm leadership and team continuity]
- Products/Services: [Confirm existing offerings remain available]
- Customer Commitments: [Confirm all existing contracts, subscriptions, and support agreements remain in effect]

*"[Quote from CEO about the meaning behind the rebrand and vision for the future]," said [Full Name], [Title] at [New Company Name]. "[Second sentence about what this means for customers and the market]."*

The transition to [New Company Name] will be completed by [date]. Customers and partners can learn more about the rebrand at [dedicated rebrand page URL].

## **About [New Company Name]**

[New Company Name] (formerly [Old Company Name]) is a [what the company does] founded

in [year]. [Updated mission/core offering.] [Traction/credibility.] For more information, visit [new website URL].

**Media Contact:**

[Full Name]

[Title]

[New Company Name]

[Email]

[Phone Number]

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