**[COMPANY NAME] BACKGROUNDER**

**Media Contact:** [Name and Surname]

[Media Contact Job Title]

[Email]

[Telephone Number]

[Business Name]

[Insert Business Address]

[Business Website]

**[Headline]**

[Company Name] is a [type of company] that produces top-quality [type of products or services] for our customers in the [location] area. [Company Name] success has stemmed from staying connected to its loyal customer base, ensuring they are always placed first in its decision-making processes and development strategy. With a variety of [product name] options available, customers have benefited from [list of at least three benefits].

Over the years, [company name] popular [product name] has grown in popularity, earning multiple awards and a total of [fact], with most customers stating the product greatly improved their lives thanks to its powerful [product details]. [Product name] was initially developed as a standalone product but has since expanded into [insert facts on how it's grown].

**History of [Business Name]**

[Company name] was created by [name of founder/s] in [location] in [year of inception] when the then-budding entrepreneur saw a need for more [product or service] in [his/her] community. Looking for an opportunity to capitalize on [location] growing [industry name] industry, [founder name] came up with the idea to produce [product name] with the help of a small team of dedicated employees.

After nearly [number of years since inception] years in the business, the business has grown exponentially, with [number of stores] stores currently open in [number of states] states. Despite its great success, the company has remained loyal to its initial vision to provide affordable products to low-income families that struggle to afford the more expensive brands in the market.

**Awards & Milestones**

* [Name and year of award]
* [Name and year of award]
* [Name and year of award]

**Company Vision and Mission Statement**

[Insert mission statement and company vision]

**Conclusion**

[Company name] is a successful [type of company] business that credits its success to hard work and a loyal customer base who has supported the business since its inception in [year of inception]. With over [number of awards] awards, including best [most significant award], the business has solidified itself as a top contender in the [type of industry] industry.