**2017 People’s Choice Stevie® Awards for Favorite New Products
Winner Press Release Template**

**You do *not* have to use this template for your press release if your organization will receive one or more People’s Choice Stevie Awards at the banquet in New York on June 20. However, if you *do* use the paragraphs in red, we ask that you do not make changes to them. Also note the usage of the trademark® and servicemarkSM symbols.**

**Please do not issue your press release before 10:00 AM ET on Wednesday, June 7**

# Contact:

[CONTACT PERSON]

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**[ORGANIZATION NAME] WINS PEOPLE’S CHOICE STEVIE® AWARD
IN 2017 AMERICAN BUSINESS AWARDSSM**

[CITY, STATE] – June 7, 2017 – [ORGANIZATION NAME] was named a winner of a People’s Choice Stevie® Award for Favorite New Products in The 15th Annual [American Business Awards](http://www.stevieawards.com/aba) today.

The American Business Awards are the nation’s premier business awards program. All organizations operating in the U.S.A. are eligible to submit nominations – public and private, for-profit and non-profit, large and small.

The crystal People’s Choice Stevie Awards will be presented to winners during a gala banquet on Tuesday, June 20 at the Marriott Marquis Hotel in New York City. More than 550 American Business Awards winners and their guests will attend. Peer-adjudicated Gold, Silver and Bronze Stevie Award winners will also be presented with their awards that evening.

The People’s Choice Stevie Awards for Favorite New Products are a feature of The American Business Awards in which the general public can vote for their favorite new products and services of the year. More than 38,000 votes were cast in 55 people’s choice categories this year. All new products and services to be honored in the ABAs’ new product categories were included in people’s choice voting.

More than 3,600 nominations were submitted to this year’s American Business Awards for consideration in a wide range of categories, including New Product or Service of the Year, Most Innovative Company of the Year, Management Team of the Year, Best New Product or Service of the Year, Corporate Social Responsibility Program of the Year, and Startup of the Year, among others.

[PARAGRAPH ABOUT THE WINNING PRODUCT(S) AND THEIR ACHIEVEMENTS, INCLUDING A QUOTE FROM AN EXECUTIVE WITHIN YOUR ORGANIZATION CONGRATULATING THOSE NOMINATED.]

Details about The American Business Awards, the list of People’s Choice Stevie Award winners, and the complete list of Stevie winners in this year’s ABAs are available at [www.StevieAwards.com/ABA](http://www.StevieAwards.com/ABA).

**About [ORGANIZATION NAME]**

[BOILERPLATE PARAGRAPH ABOUT YOUR ORGANIZATION]

**About the Stevie Awards**Stevie Awards are conferred in seven programs: The American Business Awards, The International Business Awards, the Asia-Pacific Stevie Awards, the German Stevie Awards, the Stevie Awards for Women in Business, the Stevie Awards for Sales & Customer Service, and the new Stevie Awards for Great Employers. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide.  Learn more about the Stevie Awards at [www.StevieAwards.com](http://www.StevieAwards.com).

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