**Activate Provider AWS Press Release Template and PR Guidelines for Activate Program**

The following template is designed as a starting place to assist in developing a press release to announce your inclusion in the AWS Activate program as an Activate Provider. While the release can and should be customized to fit your announcement—including information about your related products/services and a customer quote if available—the information below will help ensure you are using approved AWS messaging and branding.

The second page includes a brief set of guidelines for Activate Provider releases mentioning AWS. For the full AWS third-party release guidelines or any questions about the approval process, please reach out to your AWS contact.

**[Company] Now a AWS Activate Provider**

[DATELINE]– [Company], [company tagline], announced today that it is an AWS Activate Provider. This means that startups afflifiated with [Company] who are building or about to start building on AWS can apply for AWS Activate Portfolio and receive free AWS credits, technical support, training, resources, and more. (Alternative: This means that [Company] can offer affliiated startups with free AWS credits, technical support, training, resources, and more through the AWS Activate Portfolio program. These exclusive benefits are designed to help startups accelerate their growth as they build their businesses.)

Inclusion in the Activate Program differentiates [Company + Service] as a solution that is important to the growth of the startups building and scaling their companies on AWS.

[Insert quote from company executive] - [Example quote:] “[Company] is proud to be an Activate Provider,” said [executive name, title]. “Much like AWS, our team is dedicated to helping startups grow and succeed at every stage of their journey.”

[Optional paragraph: Provide additional information about company’s solutions relevant to startups or the Activate program]

[Optional quote: customer-approved testimonial highlighting a relevant success story]

**About [company] -** [Insert company boilerplate]

**AWS Activate Provider Press Release Guidelines**

AWS does not need to review all supporting social media for the announcement as long as the messages contained in the announcement and/or blog are consistently replicated throughout all campaign elements.

As a courtesy, AWS PR must review the content to ensure consistency with AWS's messaging guidelines and brand voice prior to annoucement. The release will be approved from an AWS standpoint once you confirm that all AWS feedback will be reflected in the final version issued. Please note that AWS quotes will not be provided for AWS Activate Provider press releases / annoucemennts.

Partners should work directly with Kate Behbehani ([behkate@amazon.com](mailto:behkate@amazon.com)) and their AWS partner manager on their press release. 

**Press Release Guidelines:**

*What to do:*

* Focus on startups whenever possible. Approved testimonials/quotes from joint customers are greatly encouraged.
* Check the AWS website to find correct branding for any other AWS services referenced.
  + *Example: AWS PrivateLink, Amazon Redshift, Amazon Aurora, AWS Lambda*
* Refer to “Amazon Web Services (AWS)” on first reference, then just “AWS” throughout.
* Be clear about distinction between AWS services and your own.

*What* ***not*** *to do:*

* Position as a joint release with AWS or use AWS boilerplate/logos.
* Use the phrases “partnership” or “alliance” to describe the relationship with AWS (outside of references to being “an APN Partner”).
* Use “Amazon” when referring to AWS (e.g., “the Amazon Cloud” or “Amazon Partner Network”)
* Use “the AWS Cloud” when referring to AWS
* Include language suggesting the co-development of a solution with AWS.
* Use statistics/figures about AWS not provided by the AWS team.
* Make superlative competitive statements (best, only, the leading, etc.)