**2023 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 has earned one or more People’s Choice Stevie Awards.   
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® symbol.**

**Please do not issue your press release before 11:00 AM ET on Wednesday, May 31**

# Contact:

[CONTACT PERSON]

[PHONE AND EMAIL ADDRESS]

**[ORGANIZATION NAME] WINS PEOPLE’S CHOICE STEVIE® AWARD   
IN 2023 AMERICAN BUSINESS AWARDS®**

[CITY, STATE] – May 31, 2023 – [ORGANIZATION NAME] was named a winner of a People’s Choice Stevie® Award for Favorite New Products in The 21st 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.

Winners of the crystal People’s Choice Stevie Awards, as well as all other winners in the 21st ABAs, will be celebrated during a gala awards banquet on Tuesday, June 13 in New York City.

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 41,000 votes were cast in people’s choice categories this year. All new products and services nominated in the ABAs’ new product categories were included in people’s choice voting.

More than 3,700 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 eight programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East & North Africa Stevie Awards, The American Business Awards®, The International Business Awards®, the Stevie Awards for Women in Business, the Stevie Awards for Sales & Customer Service, and the Stevie Awards for Great Employers. Stevie Awards competitions receive more than 12,000 entries each year from organizations in more than 70 nations. 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 [http://www.StevieAwards.com](http://www.stevieawards.com/).

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