# **FlashForward Campaign Press Release Template**

Want to mobilize local media to help raise awareness about the FlashForward Campaign's initiatives? The following template can help. Simply add your organization's information where you see highlighted sections. Send to local newspapers, radio stations and television stations.  
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## **FOR IMMEDIATE RELEASE**

**Media Contact:**

*[Name]*

*[phone number]*

*[email address]*

# **SIERRA EXPERTS LAUNCHES NEW INITIATIVE TO ADVANCE BUSINESS TECHNOLOGY SOLUTIONS**

*Comprehensive data storage solutions aimed at helping businesses upgrade to flash storage and ditch the outdated disc-storage that is costing companies high cost and less security.*

[YOUR CITY OR TOWN], [State]. ([month and day you send the release], 2025) -- Sierra Experts has officially launched its innovative FlashForward Campaign, designed to help businesses transform their technological infrastructure and operational capabilities through its partnership with industry powerhouse IBM.

Through the [FlashForward Campaign](https://www.sierraexperts.com/flash-forward/), any business has the capability to upgrade their business continuity and cut costs with the IBM FlashSystem upgrades and Sierra Experts IT management. Sierra Experts works with businesses to develop customized technology roadmaps, identifying current gaps and creating strategic implementation plans that align with organizational goals and budget constraints.

These solutions can also help boost organizational productivity and competitive advantage.

**[QUOTE]** from your company spokesperson. [Quote should be short. Quote should also sound like a person talking. **Formula:**]

* [**Sentence 1:** Praise for innovative organizations.]
* [**Sentence 2:** How Sierra Experts can help organizations.]
* [**Sentence 3:** How technological advancement benefits businesses and communities that we all depend on.]

*[****Example:*** *"Organizations in the XXXX region are some of the most forward-thinking I've ever worked with," said [company spokesperson]. "As technology challenges grow more complex, we're here to share resources and help these innovations go even further. Our partners are leaders in advancing solutions our economy depends on, and we're honored to support them."]*

Sierra Experts has established itself as a leader in delivering comprehensive IT solutions to businesses throughout the Pittsburgh region and beyond. The FlashForward Campaign represents the company's commitment to helping organizations leverage technology as a strategic asset rather than simply a necessary overhead cost.

Organizations interested in learning more about the FlashForward Campaign can visit [www.sierraexperts.com/flash-forward](http://www.sierraexperts.com/flash-forward) or call 412-722-1700 to schedule a consultation.

**About Sierra Experts:**

[*Sierra Experts*](https://www.sierraexperts.com/) *is a Pittsburgh-based IT services provider specializing in delivering comprehensive technology solutions for businesses of all sizes. Sierra Experts help businesses and communities navigate the rapidly changing technological advancements.*

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**Optional Content**

1. **A quote from an existing client:** 2-3 sentences say how their company has benefitted from Sierra Experts. Be sure to get permission from the client to use their name in the press release.
2. **Comprehensive Technology Approach:** If your organization offers a comprehensive technology assessment, that can be a big plus for your release --- and your prospects! This one-sentence paragraph can say:

"The Sierra Experts FlashForward Campaign offers a popular Comprehensive Technology Assessment, which lets an organization learn how their current network is running.”