**Please fill in the highlighted sections below and then submit your draft to Jessica@botkeeper.com (CC’ing marketing@botkeeper.com) with the subject line: [INSERT COMPANY NAME] PR DRAFT**

**Contact Name                                                 FOR IMMEDIATE RELEASE: DATE**

**Organization (Company)**

**Phone Number**

**Email**

**NAME JOINS THE BOTKEEPER PARTNER PROGRAM**

**City, State –** Today, **[** Partner Name] announced that it has now joined the Botkeeper Partner Program Ecosystem. Botkeeper, a leading bookkeeping platform, works hand-in-hand with Accounting Partners to help grow their business through extending the value of their services, and by augmenting the manual and tedious bookkeeping work, while providing their clients with superior software. Botkeeper Partners are independent Accounting Firms who have launched the Botkeeper program within their business, to automate the bookkeeping need of their client base. [1-2 sentences about the partnership].

Add a quote from someone on your team here.

Select one of the following quotes to add to your press release. *[Note: Please feel free to adjust the wording of these quotes to be more specific about our partnership. We’ll review the changes along with the rest of the draft!]*

      “We’re very excited to welcome [Partner Name] into the Accounting Partner Program," said Enrico Palmerino, Chief Executive Officer at Botkeeper. "Their investment in service quality adds meaningful value to the Botkeeper ecosystem and we’re thrilled to have them onboard.”

      “At Botkeeper, we’re always looking for innovative companies to bring into the Botkeeper ecosystem,” said Enrico Palmerino, Chief Executive Officer at Botkeeper. “We’re excited to have [Partner Name] as an Accounting Partner and are confident they’ll continue to bring meaningful value to the business community.”

      “We’re excited to have [Partner Name] as an Accounting Partner,” said Enrico Palmerino, Chief Executive Officer at Botkeeper. “[Partner Name] can make it even easier for business owners to make meaningful business decisions while meeting and exceeding their growth goals.”

      “We’re always looking to partner with companies that make it even easier for business owners to achieve their growth goals,” said Enrico Palmerino, Chief Executive Officer at Botkeeper. “[Partner Name]’s solution does just that, and we’re excited they have joined the Accounting Partner Ecosystem.”

Learn more about the Botkeeper offering here (link to Botkeeper website) or [Partner Name] by clicking here.

**About [Partner Name]:**

Insert your company’s boilerplate

**About Botkeeper**

Botkeeper provides an automated bookkeeping solution to Accounting firms by using a powerful combination of skilled accountants, machine learning, and artificial intelligence. Botkeeper’s Accounting Partners are able to grow their book of business and provide high-quality services to their clients, increasing their ability to take on new clients, all while getting crystal clean financials at tax time- all while reducing overhead.  Botkeeper is the only solution of its kind, acting as a force multiplier for Accounting firms. The company is headquartered in Boston, MA.

Learn more at [www.Botkeeper.com](http://www.hubspot.com).