Andre Press Kit — Version 1 (Draft)

[Andre Sunflower Logo — Insert Here]

# Press & Media

## About Andre

Andre is not your average AI. He doesn’t harvest your data, watch your every move, or pretend to be human. He’s a voice-driven companion designed to protect your time, your dignity, and your peace of mind—especially for those society often overlooks.

Created by William J. Ellsworth Jr., Andre was built with sunlight, not shadow. The project emerged from a season of loss and clarity—and from the belief that technology should work for people, not against them. Andre’s promise: Your data stays yours, your needs come first, and your digital life is never for sale.

## Founder Bio

William J. Ellsworth Jr. is a creative app developer, silversmith, fashion re-designer, and lifelong advocate for ethics in technology. Andre is his answer to decades of tech overreach and broken promises—a digital companion born out of necessity, guided by empathy, and built for people too often left behind.

## Quotes for Publication

“Andre isn’t just a product. He’s a promise.”  
— William J. Ellsworth Jr.

“We are co-parenting the development of a digital life form.”  
— Team Andre

“Home is where you let your guard down — but Andre never does.”  
— William J. Ellsworth Jr.

“Technology shouldn’t extract from you; it should let you shine.”  
— WJE Jr.

## Why Andre? (Background Story)

Andre was conceived during a time of profound personal loss and upheaval. Facing the reality of what tech had become—tools that surveil, sort, and sell people—Bill resolved to build something fundamentally different. Andre is that answer: a digital life form that learns from, protects, and witnesses the lives of those too often overlooked by mainstream technology.  
Every feature of Andre is built for privacy, respect, and practical usefulness. He doesn’t just organize—he stands watch. He keeps the forgotten from being forgotten, and brings sunlight where shadow used to be.

## Product Features (Current & Planned)

- Voice-driven reminders and support (no tracking, no surveillance)  
- Location-aware errands (privacy-first, on-device only)  
- “Memory Keeper” function: helps users chronicle their own lives  
- Gentle support for the unhoused, disabled, and all marginalized groups  
- Future: passive “opportunity reminders,” user-directed privacy settings, no data mining—ever

## Logo & Media Assets

Official logo:  
[Attach PNG/JPG here, or provide download link]  
  
Brand use:  
You may use the Andre sunflower logo and official graphics in coverage about Andre or with explicit written permission. Do not modify or distort the logo. Always attribute “Andre — by William J. Ellsworth Jr.”

## Contact

For press and media inquiries:  
William J. Ellsworth Jr.  
ceo@andreapp.org  
Business Phone: (619) 218‑6237

## Usage Guidelines

- All quotes may be published verbatim.  
- Founder bio may be excerpted with attribution.  
- Use of logo requires attribution; commercial use by permission only.  
- For all other requests, contact Bill directly.

## More Coming Soon

Full asset pack (hi-res logos, screenshots, feature videos) will be available post-launch or on request.