GitLab Partner Program Press Release Template

Welcome to the GitLab Partner Program!

If your company is interested in taking the lead on making a formal announcement around joining the program, please feel free to customize the below press release template. This template is a recommended guide for you to customize based on your specific relationship with GitLab and focus area(s). GitLab is happy to support your company's announcement by providing a supporting quote from either Michelle Hodges (Channel Partners) or Brandon Jung (Technology Partners), quote attribution based on your partner track. Once you have completed the template, please send the draft press release to your GitLab channel account manager to begin the GitLab review/approval process. Allow 7-10 business days for the review and approval.

Also, GitLab would be happy to support you on any media inquiries, let us know your plans around media outreach and whether or not you think you will need availability for a GitLab spokesperson to participate in media interviews.

GitLab channel account managers please follow the guidelines in our handbook to begin the review process.

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\<Partner Company Name\> Joins the GitLab Partner Program

Subhead *\<Include details on type of partner and value the joint relationship will bring to your specific market\>*

CITY, STATE — DATE - \<partner name, company description,\> today announced it has joined the partner program for GitLab, the single application for the DevOps lifecycle, as a \<Open, Select, or Technology\> partner. This strategic relationship delivers *\<input how partner company working with GitLab will mutually benefit our joint customers\>*.

"XXX," name, title, partner company name. "XXX."

\<Insert paragraph(s) on your company's offerings/expertise. This is where you can identify GitLab practices that you will be creating and why. Be sure to include the value to the customer to address why it matters to them.\>

For Channel Partners, use quote from Michelle (all else delete):
"GitLab is excited to build a strategic relationship with *\<insert partner company name\>*," said Michelle Hodges, vice president of global channels at GitLab. "*\<insert company name\>*

expertise across *<insert focus area(s)>* makes them a great fit for the GitLab Partner Program and enables us to work together to create high-value services for mutual customers."

For Technology Partners, use quote from Brandon :
"GitLab is excited to build a strategic relationship with *<insert partner company name>*," said Brandon Jung, vice president of alliances at GitLab. "*<insert company name>* expertise across *<insert focus area(s)>* makes them a great fit for the GitLab Partner Program and enables us to jointly provide our customers with the right people, process and platforms to enable them on their digital transformations."

For more information on *<insert company name>*, visit *<insert URL>*.

About <Insert Partner Company Name>
<Insert Partner Company Boilerplate>

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