6. Work Backwards from a Press Release (Amazon)

Assume you're building a **fitness app** that **recommends workout routines to a user based on their goals and habits.** You're launching a new feature that will give users **virtual points for their personal milestones that they can redeem for gift cards.**

Using Amazon's "Working Backwards" model, write a press release for this product feature. Include some impressive metrics. Give it a catchy title.