Press Release: Simplereminder by XXX – the affordable appliance making your life better

**Problem**

Mary wants to improve her life. She wants to focus on small tasks she can complete during the day to feel better, be better. Currently, she uses a daily Google calendar alert to take her multi-vitamin. But the reminder comes at such an inopportune time each day she typically ignores it.

**Solution**

Mary remembers to take her vitamin each day. She does this by getting a persistent visual reminder of the task. When she accomplishes her goal, she gets a physical sense of accomplishment. She gets all of this from an affordable device with one task: to make Mary’s life better through achievable daily goals.

**Simplereminder**

The Simplereminder by XXX is an appliance with the power to make your life better. We believe your life can be better through accomplishing one to three small tasks each day. The Simplereminder provides you with an elegant device that tracks this in the simplest and best way possible.

The Simplereminder is a small and beautiful hourglass with the simple purpose of indicating the status of your goal. Until you complete your goal, the hour glass shows red at the bottom. Flip the hourglass over upon completion of your goal, and the lights inside the device change from red on bottom to green on top.

**Details**

At its most basic level, the Simplereminder is a twenty-four hour alarm clock you will be proud to have on your desk. The twenty-four hour time limit is relative to when you would like to complete your goal each day. Begin the twenty-four hour clock by flipping the device three times.

We have designed the device to be maintenance and trouble free. When you buy the product from us, you can expect three years of battery life. There is no charging, no cords and no setup.

**Design**

We wanted people who buy the Simplereminder to be proud to put it on their desk, on their fridge or in their living room. The device was designed to be both beautiful and functional, and looks like a small piece of art in any of the above locations.

One side effect of the Simplereminder is that it is inherently social, and we want you to treat it that way. Buy two if you live with your significant other, share your goals, and feel accomplishment when you turn the hourglass over. We do this at home, and it has become a fun and interesting competition.

**Pricing and Options**

The pricing of the Simplereminder reflects our desire for the product to be a social and engaging experience. You need a couple of these. That’s why we have worked hard with our suppliers to reduce the price to $19 per device and $49 for a pack of three. The Simplereminder comes in three colors: slate, turquoise and cream, as shown below. If you order the three pack, please indicate which colors you would prefer.

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* This could be used by parents to remind kids to do dishes, feed dogs, etc…