




Press Release Template:

Please provide the following information to assist with the creation of the press release.

Event/Launch/Initiative being announced:	GoCoin to Integrate Paycoin into the GoCoin Platform
Type of announcement (i.e. product, corporate, industry, personnel, partnership, acquisition)	Partnership
Date:	TBA
Official Name of product/service involved (if partnership/acquisition then name of other organization)	GoCoin.
What is the goal behind issuing this release?	Increase awareness of Paycoin. Create confidence that Paycoin will be easy to accept and will launch with massive merchant adoption (each vendor who uses GoCoin will accept PayCoin).
Is there something new or unique that this product/initiative/partnership will offer?	Paycoin will launch with more merchant support than any other cryptocurrency in history. This is important because the more places a currency can be spent, the more valuable it becomes.
What are the market conditions surrounding this product/initiative? Explain the pain points and how this product/service/solution/offering alleviates those pain points. If a partnership, describe how the agreement will help both your customers and your partner's customers	Normally the day a new cryptocurrency launches is the day it starts building merchant adoption. Paycoin is different. We're working with companies ahead of time to pre-arrange for merchant acceptance so that Paycoin users benefit from Day 1.
How do you want the public to perceive GAW Miners after reading this release?	Innovative. Inspiring. Clever. Ambitious.

MESSAGING: Should be focused on media and public/customer interests, not GAW Miners internal interests.

Key Business Message (ie – addresses key challenge, achieves business compliance, innovative technology)	
Primary Message:	GoCoin will be one of many important players involved in making Paycoin the most widely accepted cryptocurrency in the world.

Supporting Facts to Primary Message (please include 3)	10,000+ merchants actively use GoCoin After Paycoin integration, all 10,000+ will accept Paycoin GoCoin supports over 2.5M cryptocurrency transactions annually.
Secondary Message:	
Supporting Facts to Secondary Message (please include 2)	
Corporate Objectives (This doesn't necessarily need to be stated in the release. This is so that we can wordsmith the release to allude to the objectives if not spell them out outright)	To advance the public adoption of digital currency through integrity and professionalism
Additional facts/ information supporting the uniqueness or significance of announcement (how does this compare to competitors? Please name com Steve Beauregard competitors)	

Pricing Info (if applicable)	
Availability Info (i.e. – release date and languages)	Paycoin will Launch with Integration into GoCoin from Day 1
Selling model if applicable	
Are there 2nd or 3rd parties involved? Are there customers willing to talk or be quoted? What about analysts? Please include contact info.	
Who will be quoted in the release from GAW Miners? Also include partners name if applicable.	Josh Garza (CEO GAW) Steve Beauregard (CEO GoCoin) - steve@gocoin.com
What 3 publications would you like to see write about this news?	Wall Street Journal / Forbes / CNN
What is your ideal headline in an article for this news?	New Cryptocurrency Poised to Overtake Bitcoin New Digital Currency Threatening to Dethrone Bitcoin ...Paycoins will be accepted by more merchants at launch than any cryptocurrench ever.

	Partnership with GoCoin...
Are there any weaknesses to the product? Anything a reviewer would or could point out?	<p>Anywhere between some to many merchants who accept Paycoins though GoCoin will exchange their Paycoins for fiat. GoCoin makes that process easy for merchants.</p> <p>(Services like GoCoin are a necessary middle ground between today and the a future where cryptocurrency is used and held like traditional money)</p>
How does this news fit into the market? How is it making a difference?	<p>Greatly expanding the use of cryptocurrency.</p> <p>Increases the number of payment options available to merchants.</p>
Who is the target audience?	Tech/Finance Gurus
Do we have infographics, visuals for this announcement?	
Who is the primary spokesperson?	Josh Garza / Jonah Dorman