***Pre-Writing***

I chose to include Apple’s headquarters and geographical areas, and Apple’s leadership. Including information about the company’s foundation along with their products, services, etc. allow the reader to understand all aspects of the company. Understanding how large the company actually is plays a role in understanding the purpose of our overall campaign, and the workshops that are mentioned within my press release.

Lauren Baust

Apple Public Relations Representative

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**Apple Inc.**

**FACT SHEET**

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| *Summary of Apple Inc.* | Apple Inc. is an American multinational technology company headquartered in Cupertino, California that designs, develops, and sells consumer electronics, computer software, and online services. |
| *Apple Inc.’s Mission Statement* | Apple Inc.’s mission statement is: Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and is defining the future of mobile media and computing devices with iPad. |
| *Apple Inc.’s Initiatives* | Apple’s products include Macintosh, iPod, iPhone, iPad, Apple Watch, Apple TV, HomePod, macOS, iOS, watchOS, tvOS, iLife, iWork. Their services include Apple Pay, Apple Sotre, iTunes Store, App Store, Mac App Store, iBooks Store, iCloud, and Apple Music. |
| *Apple Inc.’s Headquarters and Geographical Areas* | Apple Inc.’s headquarters is located in Cupertino, California. Apple Inc. serves people worldwide. As of 2017, Apple Inc. employs 123, 000 people throughout their locations. |
| *Apple Inc.’s Leadership* | Apple Inc. was found on April 1, 1976 by Steve Jobs and Steve Wozniak. The current CEO of Apple Inc. is Tim Cook. There is currently a total of 498 retail stores. |

-End-

November 2017