**Nominated Company Logo Here]**

**[Product/Project] Named as a Finalist for A NAMM TEC Award for Outstanding Technical Achievement**

**CITY, STATE – DATE – [NAME OF COMPANY/PROJECT]** has been announced as a finalist for the 38th Annual NAMM [Technical Excellence & Creativity (TEC) Awards](https://www.tecawards.org/) in the category of Outstanding Technical Achievement. Presented at The NAMM Show, The NAMM TEC Awards are bestowed annually in celebration of the pro audio community by recognizing the individuals, companies, and technical innovations behind today’s sound recordings, live performances, films, television, video games, and other media.

[“Quote from executive on why he/she is honored for the product to be named a finalist and what it means to them,” said Name, title, at Business Name.]

The announcement follows a four-month call for entries of standout technical products and projects that have made a significant impact on modern sound and music. A panel of respected industry voters from pro audio publications, as well as members of professional music, technical and creative organizations, along with select NAMM members, carefully evaluated each entry before selecting [product name/project here] as a finalist.

[Product/project details and other recent organization/company news inserted here.]

All finalists will be celebrated at The 2023 NAMM Show at the TEC Experience, a special, communal reception designed to gather the crossroads of the industry to applaud the achievements of the researchers and developers, product designers, marketers, and innovators behind the innovations. The event, which is open to all NAMM Show attendees and precedes the return of the TEC Awards in 2024, will be held on the campus of the Anaheim Convention Center on the evening of Thursday, April 13. Learn more about the TEC Experience at [www.tecawards.org](http://www.tecawards.org).

**MEDIA CONTACT:**

[CONTACT NAME]

[CONTACT PHONE]

[CONTACT EMAIL]

**[ABOUT THE NOMINATED COMPANY]**

**ABOUT THE TEC AWARDS**

Presented annually by NAMM during The NAMM Show, The NAMM TEC Awards recognize the individuals, companies, and technical innovations behind the sound of recordings, live performances, films, television, video games, and other media in Technical and Creative Achievement Categories. The Les Paul Award is given at the event in tribute to musical artists and others whose work has exemplified the creative application of audio technology. Through its Hall of Fame, The TEC Awards also honors the pioneers of audio technology and the music industry’s most accomplished producers and audio technicians. The NAMM Foundation’s TECnology Hall of Fame celebrates innovations and groundbreaking technical achievements of the past. For more information, visit [www.tecawards.org](http://www.tecawards.org)

**About NAMM**

The National Association of Music Merchants ([NAMM](https://www.namm.org)) is a not-for-profit association with a mission to strengthen the $17 billion music products industry. NAMM is comprised of approximately 15,000 member companies and professional members located in 104 countries and regions. NAMM events and members fund [The NAMM Foundation](http://www.nammfoundation.org)'s efforts to promote the pleasures and benefits of music and advance active participation in music-making across the lifespan. For more information about NAMM, please visit [www.namm.org](https://www.namm.org) or follow the organization on [Facebook](https://www.facebook.com/nammorg), [Instagram](https://www.instagram.com/thenammshow/) and [Twitter](https://www.twitter.com/NAMM).

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