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# [Brand Name] Announces Partnership with EQL for Exclusive and Limited Release Items

[Brand Name] is excited to announce our partnership with [EQL](#) to increase the reliability, security, and fairness of our most in-demand launches for you, our fans. Beginning [date] every launch with [Brand] will be certified [Run Fair®](#).

The partnership between [Brand Name] and EQL carries numerous benefits for our community:

- **Seamless Launches:** EQL's platform helps sites avoid crashes, queues and slow loading times during highly-trafficked product releases. Our partnership ensures a smooth launch experience from start to finish.
- **Fair Access:** We're committed to giving every fan a fair chance to buy our products, putting an end to the frustrations of dealing with bots and resellers.
- **Enhanced Security:** Your personal information and payment details are safe and secure with EQL's robust security measures.

We can't wait to share more details about our first launch with EQL. Keep an eye out for announcements, updates, and exclusive offers that will come as a result of this partnership.

[Social icons]

*Disclaimer: This blog template is meant to be an example to help curate your brand's announcement. We encourage you to make it your own.*