

November 1, 2018
For Immediate Release

ANNOUNCEMENT: WordPress is now Rebranded as Impress.org

WordPress is rebranding with a new name, new logo, and new website.

As of today, November 1, the company is no longer WordPress, but Impress.org:



Impress.org now serves as a corporate identity and showcase for the growing product offerings provided by the team. No products will be sold on the site directly, but instead the organization will continue publishing relevant and thought-provoking articles.

This new identity signifies a few important concepts, which are summarized fairly clearly by the company's slogan: "Code for Good."

"With the tremendous success of our flagship product, GiveWP, we felt compelled to arrange our whole company around the idea of bringing more good into the world through our products," said Matt Cromwell, Partner and Head of Support and Community Outreach.

Cromwell goes on to explain:

- The *products* must "impress" and do real good in the world.
- The *company* must "impress" and be a place where employees feel they are doing good in the world.
- The *customers* must benefit from development and support best practices that press forward and help them succeed online.

Along with this rebrand comes a shift in their product offerings. While some plugins will remain, others will no longer be supported. Much of this rebrand is to reorient around how the company

has changed internally because of the success of GiveWP. With this in mind, the following changes will be made to the Impress.org product offerings:

GiveWP

[GiveWP](#) will remain the number one priority for Impress.org and continue its growth trajectory at givewp.com.

WP Business Reviews

[WP Business Reviews](#) will also remain at wpbusinessreviews.com and continue to get new features, review platforms, and responsive support.

Maps Builder

Impress.org is in the process of giving Maps Builder a new dedicated site where it will continue to be sold and maintained.

Quick Checkout

The team has informed current customers that they will end support for Quick Checkout as of December 31, 2018 and they are currently looking for a new home for this product.

Open Table Widget

The company notified all Open Table Widget Pro customers that they will also sunset this plugin by the end of the calendar year and leave it as an open source project on GitHub.

The Impress.org Team is excited about this new chapter in their journey. For more information on this rebrand and the plans for the company's product offerings, visit <https://impress.org/rebrand-press-release>.

All questions can be directed to Matt Cromwell, Partner and Head of Support and Community Outreach, at matt@impress.org.