**The Nudge Announces its Expansion to Seattle, Bringing a Planner Friend to Every Millennial Pocket**

SEATTLE, WA – January 14, 2019 - The Nudge, an SMS-based lifestyle advisor described as a “planner friend in your pocket,” launched in Seattle today, its second city after San Francisco. This new company believes that we spend too much time on our screens, and not enough time taking advantage of all that our local communities have to offer.

The expansion is fueled by a successful year in San Francisco, where The Nudge has amassed more than 15,000 active members (i.e., “Nudgers”) who receive three texts weekly with lifestyle plans or “Nudges,” ranging from secret hikes to unique date ideas. In Seattle, local experts will craft Seattle-specific content that will inspire adventures for transplants and lifers alike. The Nudge in Seattle will be an affordable paid membership that includes premium features such as discounts on locals’ favorite lifestyle brands and Nudger-only meet-up events.

“We’ve found most millennials have a strong desire to make the best use of their free-time, however, they often don’t know where to start or don’t have the time to endlessly ‘google’ cool things to do,” said John Peterson, CEO and Founder of The Nudge. “We’re looking forward to taking the stress out of planning in Seattle and making it easy for people to explore their city”

Nudges are crafted to be effortlessly life-changing and designed to make it easy to be your most adventurous, romantic, and social self each week. Getting a Nudge text is like a thoughtful, practical gift from your ridiculously well-connected planner friends.

Nudges often include a step-by-step plan for an experience, secret knowledge of the city and events, and discounted/free opportunities. Notable Nudges in SF have been an invite to a free, Nudger-only outdoor yoga class, a detailed plan for a cozy fall apple picking experience right outside the city, and an MLK weekend plan to head to Tahoe that was seamlessly shareable in existing group texts with friends.

The Nudge is a response to frightening lifestyle data. Recent studies have shown that the average American has only five hours of personal time each day and spends nearly 90% of that time on a screen, nearly double since the iPhone was introduced in 2007. In light of this eye-opening issue, Apple and Google have recently announced initiatives to help us manage our screen time, and a coalition of early Facebook and Google employees formed the Time Well Spent nonprofit to apply pressure to politicians and tech companies to address the negative aspects of technological disruption. The Nudge looks to go a few steps further – the team aims to not only help the community reduce screen time, but to also inspire their users to make the most of that extra free time and be their most adventurous selves.

**ABOUT THE NUDGE** [apparently this a boilerplate section you put at the bottom so that you can focus on news in the actual press release. supposed to give general background on the company]

Founded in 2017 by a sibling duo, The Nudge leverages the use of text messages to deliver comprehensive plans that encourage millennials to get out and explore their area. With over 15,000 members in San Francisco and a recent launch in Seattle, The Nudge aims to help people be the best versions of themselves by spending less time sucked into screens and more time maximizing their free time. Each text message comes with a plan written by local experts including details on experiences they can easily send to their friends, including hikes, a new restaurant, concerts, etc.

**Contact**

Sarah Peterson

sarah@nudgetext.com

650-464-7262

     