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

SEATTLE, WA – January 14, 2019 - [The Nudge](https://www.nudgetext.com/seattle#https://www.nudgetext.com/seattle), an SMS-based lifestyle advisor described as a “planner friend in your pocket,” launched in Seattle today, its second city after San Francisco. This 1-year-old company has created a solution for the problem 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 1 in 5 female millennials are Nudge members (i.e., “Nudgers”) who receive three texts weekly with lifestyle plans or “Nudges,” ranging from secret hikes to unique date ideas. Similar to San Francisco, Seattle experts will craft local 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”

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 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 millennials reduce their screen time, but to also inspire them to make the most of that extra free time and be their most adventurous selves.

**ABOUT THE NUDGE**

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 1 in 5 female millennials in San Francisco as Nudge members 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 detailed plan written by local experts that they can seamlessly share with their friends, including hikes, a new restaurant, concerts, etc.

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