

## Contact

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## FOR IMMEDIATE RELEASE:

### **PITCHBOX MEDIA™, THE ONLY SUBSCRIPTION BOX SERVICE FOR JOURNALISTS, IS SET TO SHIP ITS HEALTH + WELLNESS THEME THIS DECEMBER**

*Over 100 Physical and E-Shipments are Distributed to Approved Media Applicants Who Have Requested Health + Wellness Theme*

**San Diego, CA (October 29, 2020)** – [PitchBox Media™](https://pitchboxmedia.com), the only subscription box service for journalists, hosts an exclusive shipment devoted to health + wellness this December. “The PitchBox Media shipment features trend-worthy brands that represent new solutions for consumers ranging from diverse backgrounds regardless of age, race, and gender,” said Michelle Metter, CEO of PitchBox Media.

“In today’s climate, the role of the publicist or brand marketer is more challenging than ever,” continued Metter. “Because subscribers to PitchBox Media are the journalists themselves, we ensure that only media who really want and care about a theme or topic are the ones who receive it. This has become an affordable and efficient way to connect with top-tier press for marketers without an agency, or for agencies that represent a brand, a way to level-up current strategic PR efforts.”

The PitchBox Media team selects brands that fit within the current trend. Approved brands are granted access to have a physical product included inside the shipment alongside a personalized digital media room that connects media subscribers with press releases, videos, press-ready images, and more.

The Health + Wellness theme which encompasses homeopathy, health technologies, fitness gear, supplements, body care, massage therapy, reflexology, digital wellness, and more has been requested by over 100 journalists from major media outlets across the country.

Established and newly-launched brands alike still have the opportunity to be among the select products featured in December’s Health + Wellness themed shipment that will be sent to PitchBox Media subscribers from top-tier media outlets including *Bustle*, *BuzzFeed*, *Cosmopolitan Magazine*, *Elite Daily*, *ESSENCE*, *Good Housekeeping*, *Good Morning America*, *HelloGiggles*, *Marie Claire*, *OK!*, *POPSUGAR*, *PureWow*, *Refinery 29*, *Romper*, *SELF*, *Southern Living*, *STYLECASTER*, *The Ellen DeGeneres Show*, *Us Weekly*, *Woman’s Day Magazine*, and more.

Brands interested in applying for inclusion in the Health + Wellness themed shipment may visit [pitchboxmedia.com/brands](https://pitchboxmedia.com/brands) or contact Alexa Steevens at [alexa@pitchboxmedia.com](mailto:alexa@pitchboxmedia.com).

**ABOUT PITCHBOX MEDIA™:** PitchBox Media is the only PR subscription box service to help media discover brands, trends, and story ideas. Monthly themed shipments filled with curated products are delivered directly to media who have subscribed to boxes that fit their editorial needs. In addition to physical product, media receive brand fact sheets, images, an online connection center with contact information, and press materials to support their story building activities through a digital portal, keeping inboxes free of clutter. To learn more, visit [pitchboxmedia.com](https://pitchboxmedia.com).

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