

# WILD

WWW.WILDPRECIOUSNOW.COM

2022

Wild Precious Now is about making the most of every moment. It's about exploring, connecting, experiencing and adventuring for real life and every day.

TRAVEL + LIFESTYLE



# PRECIOUS



Wild Precious Now is a travel and lifestyle blog/channel for ordinary people willing to be wonderstruck in their everyday lives. The poet Mary Oliver asked the question “What is it you plan to do with your one wild and precious life?” For years we’ve offered this question up for the consideration and inspiration of the elementary students in our classrooms. This project is how we answer that question for ourselves. With the world around us as our classroom and everyone we encounter as our teacher, we share our learning, experiences and our drive to make the most of our one wild and precious life... moment by moment, starting right NOW!



## PRESS

We focus on high quality video content including: travel guides, social media campaigns, and short form vertical video.



TRAVEL & LIFESTYLE

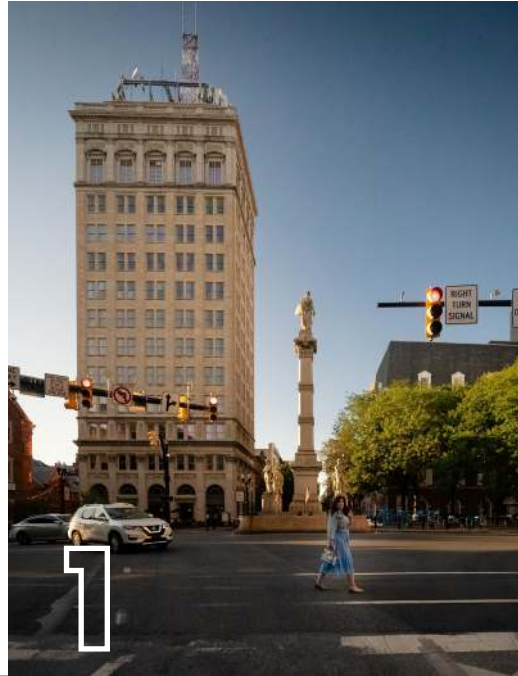
WHAT WE DO:





# W O R L

## OUR CONTENT



1. We both reside in Lancaster County and often feature local travel experiences in the area. 2. We love meeting new people and learning the story behind a location and are proud to highlight local businesses 3. We strive to capture the magic of each destination with visual storytelling.



# WHO WE ARE: CHRISTINE & JOEL



## EVERYDAY ADVENTURE

Weaving wonder into everyday life is an art. Some adventures push our limits, others look like navigating life at home with teenagers, joyfully. We're inspiring our audience to make the most of every moment, curating a wild and precious life that they love when exploring and traveling or cozying up at home!

We don't consider ourselves influencers, but rather storytellers with influence. We leverage our influence to inspire our audience to explore, wander, dream and connect. We celebrate the people and places that make communities great and the moments and experiences that make venturing out worthwhile. We are a resource to our online community on how to curate a life that you are head-over-heels in love with, sharing beautiful, fun, unique experiences, stays and adventures at home and away. For our travels, we appeal to a wide demographic by sharing stays, itineraries and experiences that appeal to adult travelers (when we explore as a duo) as well as families (when we travel with Christine's family of four in tow).



## SKILLS & EXPERIENCE

- Christine is a freelance writer for Fig Lancaster Magazine for 10+ years.
- Joel is an FAA Part 107 Certified Drone Pilot
- Both have 10+ years experience in photography, design, and video production.



**"In a time where influencers and bloggers are a dime a dozen, businesses must prioritize QUALITY over quantity. That is exactly what you're getting when you work with Wild & Precious Now. When Christine & Joel first toured Bucks County on a press trip, we were blown away with the professionalism of their video content - so much so that we invited them back! Their production value is outstanding and storytelling skills exquisite. We received nothing but compliments from our partners. If you're looking for outstanding content, you need to invest in Wild & Precious Now!"**

**Alexa Johnson**

**Sr. Marketing & Communications Manager,  
Visit Bucks County**

## DETAILS

- Best Friends & Travel Partners
- Both are Elementary School Teachers Full Time
- Christine is a wife and mother of 2 teenagers
- Joel is a Veteran who served overseas
- Love Coffee & Conversations

## REVIEWS & TESTIMONIALS





# STATS

# THE

**8.8 K +**  
**PAGE VIEWS**

**74.3 K +**

**IMPRESSIONS**

\*blog launched summer 2021



**MAJORITY RESIDING IN**  
**PA - NJ - NY - DC - MD**

**FEMALE**



**70%**

**FROM THE U.S.**



**80%**

**AGES 18-40**



**80%**



**3 2 4 K +**

views on YouTube



**3 9 K +**

/WildPreciousNow



**1 6 K +**

@WildPreciousNow



VISIT  
BUCKS  
COUNTY  
*Pennsylvania*



RIVER HOUSE  
AT ODETTE'S



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## COLLABORATION OPPORTUNITIES

SPONSORED POSTS

INSTAGRAM VIDEO

PRODUCT REVIEW

PRESS TRIPS

SOCIAL MEDIA CAMPAIGN

DIGITAL ASSETS

BRAND AMBASSADOR

YOUTUBE VIDEO

CREATIVE CONSULTING



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