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**KNOCK KNOCK ANNOUNCES SOCIAL MEDIA BLACKOUT DAY  
FOR OCTOBER 16, 2014**

*Knock Knock, publisher of witty gifts and books since 2002, teams with author Marc Hartzman, author of *The Anti-Social Network Journal* to spearhead a day away from social media*

**VENICE, California, Sept. 22, 2014** – Knock Knock, one of the world's most recognizable humor book publishers and gift companies, today announced "Social Media Blackout Day." On Thursday, October 16, Knock Knock and participating fans across the globe will abstain from social networking for the day in honor of the brand's first "Social Media Blackout"—a day to "unplug" from social networks and live 100% in real life. Enthusiasts are encouraged to pledge their time offline by updating their social media profile photos to feature the text, "BRB in 24 hrs," and use hashtag #SocialMediaBlackoutDay to spread the word leading up to the holiday and tag friends whom they would like to challenge to participate.

"I myself have experienced the TMI (Too Much Internet) blues, as have all my friends, so the idea of taking a break from 'social' to read a book, get outdoors, or connect with a friend in person almost seems groundbreaking now." said Jen Bilik, founder of Knock Knock. "No one ever invented a new dance move while scrolling through their newsfeed."

The opportunity cost of time spent on social media—an average of 1 hour and 7 minutes daily, according to [eMarketer](#)—isn't the only reason Knock Knock and [Anti-Social Network Journal](#) author Marc Hartzman are excited about October 16.

"The inspiration for Social Media Blackout Day (and my journal) is to remind people that not everything needs to be shared and to find out what's on someone's mind by actually talking to them. It's an opportunity to step back from the digital wasteland we all habitually wade through and reconnect with the physical world," Hartzman said. "Whether writing or music or juggling or sand-castle building are your passion, the pure joy of doing something for yourself—

and not for the purpose of posting to your profile page and receiving ‘Likes’—is quickly being forgotten.”

For this inaugural celebration, Knock Knock hopes to bring as many supporters onboard by offering funny worksheets, tips, and lists of what to do during their blackout. Ideas such as “Read one of those books you have,” “Make eye contact (with anyone),” and “Talk to a friend with your voice” are included in Hartzman’s article “[17 Other Things You Could Be Doing Right Now](#),” featured on the Knock Knock [blog](#). Additionally, the first twenty-five fans to participate will receive a copy of Hartzman’s journal so that they will have a place to continue to challenge themselves to dream beyond their newsfeeds and accomplish something tangible.

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### **About Knock Knock**

Jen Bilik founded Knock Knock with the mission to create products that bring humor, function, organization, and design to everyday life. We believe that people are intelligent enough to appreciate wit, wordplay, and conceptual thought. Whether we’re producing Knock Knock pads, humorous sticky notes, or a volume of thoroughly researched nonfiction, we strive not to dumb down as we create. Our sensibility remains proudly distinct.

The Knock Knock team operates out of a sunny loft in Venice, California, a fantasy locale if ever there were one. We’re a dynamic group who do everything from creating our Knock Knock products to overseeing the all-important logistical dynamics of manufacturing, sales, and distribution.

For more information, visit [www.socialmediablackoutday.com](http://www.socialmediablackoutday.com).