

42nd Annual American Music Awards' Celebrity Gift Bags Feature Pinch Me Therapy Dough-Holistic Stress Reliever

Pinch Me Therapy Dough Reaches New Levels of Exposure Through the American Music Awards and Nationally-Syndicated Radio Show 'Overnight America'

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/EINPresswire.com/ -- Pinch Me

Therapy Dough, an innovative stress reliever and 'as needed'

aromatherapeutic [relaxation technique](#)

designed by clinical hypnotherapist

Nancy Rothner through marriage of conventional and alternative [stress reduction methods](#), was recently selected by the American Music Awards to be included in their celebrity gift bags during their 42nd annual Award Show held at the Nokia Theatre L.A. in November 2014 and broadcast live on ABC. With more than 11 million viewers this event is one of the major awards events in the country.



"I am thrilled and honored to have Pinch Me Therapy Dough featured in celebrity gift bags," Rothner said. "Getting the word out and bringing awareness to the product makes me elated." In an interview for [oceancity.com](#), she relates that organizers of the award show found the product and contacted Rothner, "out of the blue." She goes on to tell us, "I have repeatedly been told this is a huge honor. The exposure has been fantastic. Our local newspapers have written stories about this and the response has been phenomenal. Feedback has also been indicative of a great product. It's nice because people have taken the time to review the product and share their thoughts. I will continue to keep getting the word out in every way I can. It is important for people to know there is a tool that can reduce their stress level." Rothner has been thrilled to see so many doors opening for her product and her dream. Actress Nikki SooHoo, of the acclaimed film "the Lovely Bones", went on to contact Rothner shortly after the AMAs, and recently featured Pinch Me at her Beverly Hills launch party.

Rothner was recently interviewed by nationally syndicated radio show host Jon Grayson on his show, Overnight America, which aired on over 90 stations around the country. The interview can also be heard on [www.Tunein.com](#) and on her website. In it she relates, "Everybody is

experiencing stress from time to time, almost universally. There are so many different areas that feed into stress. Even areas in our lives as simple as social media, for example. The scents in Pinch Me Dough are specifically designed to shift the way you breathe, and to evoke pleasant memories. Simultaneously, Pinch Me Dough's color palette has been chosen to compliment its aromas for the purpose of uniting several calming elements to work together to soothe us. Pinch Me acts as a catalyst to get things within us back on track." The Overnight America interview aired in mid December, and Rothner tells us, "Response has been amazing."

The motion in the hands when squeezing the soft, pliable dough in itself serves as a one-of-a-kind, effective method for stress therapy. "As you massage the dough, your body begins to release tension. Gently applied pressure steadily relaxes the hands, as a gradual hush starts to wash over you." Rothner explains. "It is so simple, and so effective."

About Pinch Me and Nancy Rothner

Pinch Me Dough is a non-prescription, drug-free, holistic and universal way to [soothe nerves](#) designed for stressed-out souls to use 'in a pinch'. No other product uses pliable dough that creates a relieving sensation upon gripping, combined with gentle colors and therapeutic scents.

Nancy Rothner is a clinical hypnotherapist with over a decade of experience in the field of stress reduction. Having seen first-hand the toll that tension takes on the body and mind, Rothner embarked on her quest, and this placating putty came to fruition in the convenience of a portable tin.

Consumers Every container of Pinch Me purchased pays for military personnel's half-day stress management training through affiliation with www.BootStrapUSA.com, an organization dedicated to assisting soldiers to alleviate military-related stress.

Pinch Me Therapy Dough comes in six unique formulas. For more information or to purchase Pinch Me Therapy Dough, visit the website at www.PinchMeDough.com.

Media samples are available on request. Nancy Rothner is available for interviews and appearances. Contact her at PinchMeDough@gmail.com or call 1-800-331-5785.

Website

<http://www.pinchmedough.com>

Social Links

<http://www.pinterest.com/pinchmedough>

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