

Sports PR Firm Press Box Publicity Merges with Book Marketing Powerhouse Smith Publicity

*Leader in Sports Book Promotion
Becomes Division of Leading Book
Marketing Firm*

CHERRY HILL, NJ, U.S., March 1, 2018 /EINPresswire.com/ -- Press Box Publicity, one of the leading sports [book publicity](#) firms has become a division of [Smith Publicity](#), Inc. – the most prolific and largest [book marketing](#) firm in the publishing industry.

Led by Adam Rifenberick, for 15 years Press Box Publicity has promoted books by eminent writers, athletes, coaches and sports personalities such as Larry Bird, Magic Johnson, Kareem Abdul Jabbar, David Duchovny, George Will, Maria Sharapova, and Carl Hiaasen.



Smith Publicity, founded in 1997, has promoted over 3,000 authors and books from every genre, working with publishers and both self-published and traditionally published authors.

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*Dan Smith, CEO, Smith
Publicity*

“This represents what I see as the perfect marriage of a top, genre-specific publicity professional with the industry's most powerful multi-genre book marketing firm,” says Smith Publicity CEO Dan Smith. “Adam is one of the most connected publicists in the sports media market, with longstanding contacts at every major sports media outlets. With our size, resources, and marketing power, we’re well-suited to significantly expand into the sports book market.”

Rifenberick says the move comes at the ideal time for Press Box Publicity.

“As a sole proprietor, in recent years I’ve been forced to turn down clients as more and more publishers and authors hear about me,” says Rifenberick. “With the reputation of Smith Publicity, as well as their unlimited bandwidth and a team of the most talented publicists I’ve seen in one firm, we’ll be able to broaden service offerings and take on many more sports oriented clients.”

Officially taking effect March 1, Press Box Publicity existing services will continue to be offered, with Smith’s diverse programs and offerings adding to options available to sports authors and publishers.

About Smith Publicity:

Smith Publicity, billed as “an equal opportunity book marketing firm,” has promoted over 3,000 authors and books, from self-published, first-time authors to New York Times bestsellers released by major publishers.

www.SmithPublicity.com

www.SmithPublicity.com/sports-book-publicity

About Press Box Publicity

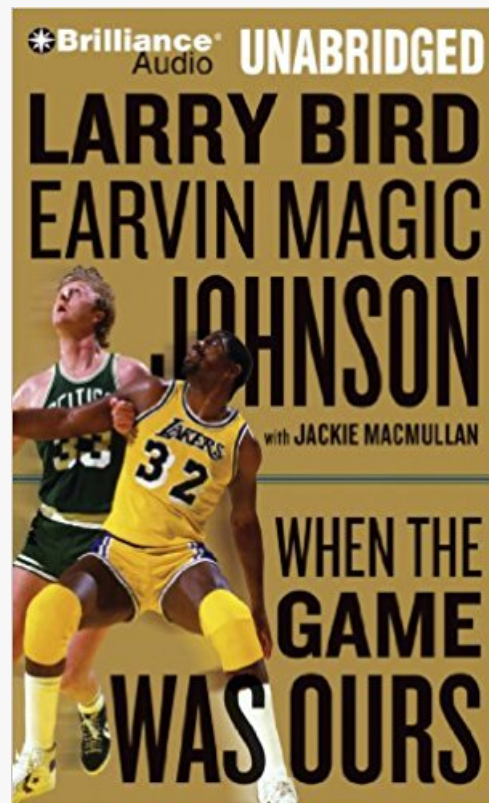
Under lead consultant Adam Rifkenberick, Press Box Publicity has worked with hundreds of authors and publishers promoting sports books by household name athletes and coaches as well as writers, media personalities, and entertainment figures.

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Press Box Publicity



Sample Book Promoted by Press Box Publicity

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