

## Thrillist Newsletter Copy Samples

Hello, Friday friends. I always get a little anxious on Friday about whether I still have your attention. I am like a harried schoolmaster, begging for you to listen to my lecture on “Opening Yourself Up to the Wonders of the World Even Though You Don’t Really Feel Like It Because You’re Kinda Burned Out Right Now In Case I Hadn’t Noticed.” Now that you’ve made it to the end of the week, you don’t need me as much. Perhaps some of you see the Thrillist newsletter in your inbox on a Friday and think, “I simply don’t have time for that nonsense anymore.” Sure, on *Monday* you want what I’m selling, but by Friday, the newsletter is just a quaint correspondence you could take or leave.

How wrong you are, though. Friday is when you could most benefit from Thrillist’s expertise and playful joie de vivre (that’s French for “the most exciting newsletter in the world”). Before you run to the bar to quell your anxiety from doomscrolling all week, you could read an article about the best herbal tea to calm your anxiety. Before you bemoan the winter doldrums, you could rediscover the wonders of nature and read an article about the most beautiful and least-visited parks in California. Before you black out and eat a whole sleeve of chocolate chip cookies, you could read about the Shinnecock Indian Nation tribal member who’s at the forefront of bringing ancestral knowledge to the wellness industry in New York state. And before you fold yourself into a fetal position on the couch that is most certainly giving you back pain, you could learn about the best expert-approved home massage gear on the market.

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Happy Earth Day! Whether you’re running through the forest chasing the call of the hermit thrush, carving a lyre out of the bark of a fallen birch, writing a strongly worded letter to your takeout option-of-choice imploring them to stop using plastic, or sternly yelling at a business executive about how he’s personally attacking you by not taking environmental protection more seriously, there’s no one right way to celebrate the illustrious Gaia. For instance, right now, I’m walking around New York City with a portable vacuum trying to suck up all the “bad air” that I can find (because I’m a climate hero).

From the most sustainable countries in the world to a meteor shower headed our way to tips on how to repurpose your food scraps to our favorite eco-friendly cannabis brands and Airbnbs, here are some ways to really show Mother Earth you love her. Have a wonderful Earth Day.

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Looking forward to a weekend in Los Angeles? In the City of Angels, It's easy to feel like a B-list celebrity's harried junior publicist, brimming with anxiety and chasing your next cold brew. Even if you'd be a terrible publicist, it's helpful to have a frame of reference for this strange desert planet. Take your pick from all kinds of different personas, from "Film Noir Assistant Prop Manager" to "Celebrity Who Has Given Up" to "Vegan Vintage Edwardian Bell Sleeve Fashion Influencer" to "Trust Fund Conspiracy Theory Cowboy" to "Rob Kardashian Watching *Licorice Pizza* and Turning it Off After a Half an Hour." It's important to have a character wherever you go.

Let's get to today's stories, before I *really* lose the plot. Today we have an opportunity to sleep on a sailboat on a car-free French island (oo la la!), a chat with Chef Ji Hey Kim about her recipes and her approach to the Korean festival Chuseok (sign me up), new air taxis from United Airlines (see you in the air), a list of the best pizza restaurants in the world (Lower East Side and Caserta, Italy tied for first!), and finally, the items you are most likely to forget to pack, according to flight attendants.

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Today is Wednesday, sure, but it's so much more than that. A day that we've long anticipated, and a day after which we will never be the same. Today, I am here to tell you all about Thrillist 50! Thrillist 50 is a celebration of a life well lived, the new adventure, and putting a new twist on time-honored traditions. It's a guide to traveling far and wide in style, finding the exciting event nearby that is back and better than ever, the menu item that is creating a sensation. Thrillist 50 has everything from safaris to Broadway to all-inclusive resorts to sober parties to trip desert hikes. These are some of the best ways to spend 2023 living like there's no tomorrow.

Click through this gorgeous tapestry of exciting new adventures and get to work on your own itinerary. Your vision board is getting a glow-up.

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It's the first day of fall! Wrap your body in thick woolen scarves, wrap your troubles in dreams, and wrap your leftovers using reusable beeswax wrap, because it's about to get spooky, cozy, somewhat academic, and autumnal as all heck. Whether you think of this time of year as "Nora Ephron Season," NFL season, or simply "Rip Van Winkle Personal Time," this is no doubt an exciting pivot in the pivot, a time to go inward, to fold up your shorty pajamas and put on your long-sleeved pajamas, to pour your gazpacho down the drain and replace it with butternut squash soup, to stop flaking on plans because it's too hot and start flaking on plans because it's too cold. Just kidding, I would never encourage flaking!

Let's dive into the stories, shall we? From incredible Brazilian architecture to our favorite Latinx- owned superfood brands to new photos of the Orion Nebula from NASA to some incredible workshops on foraging, all the way to delicious autumnal spiced oatmeal cookies, today's newsletter is not to be missed.

Don't just stand there. Put on a cashmere sweater and enjoy today's newsletter, why don't you?