

## **Boxed City 757. An Online Guide to Everything Cool and Fun in Hampton Roads**

*Boxed City is a website and e-newsletter that lets you know everything cool going on in the 757 without having to do any real work. Just open your inbox for a weekly dose of awesome.*

**Feb. 16, 2009** - [PRLog](#) -- VIRGINIA BEACH, VA—In an effort to provide Hampton Roads with a robust online guide to all things fun, artistic, stylish, tasty, and entertaining happening locally, Boxed City 757 has arrived. Thanks to this site—which carefully screens local events and distributes suggestions directly to one’s inbox—southeastern Virginia’s youth will have a much easier time figuring out what they should be doing each week.

Boxed City’s founders are no strangers to high profile projects. Editor Kathleen Espina started her fashion career with Anna Sui® in New York, after which she made for Los Angeles to design swimwear for Michael Kors®. Other design credits include skate brand Matix®, as well as eco-friendly brands for Target® and Matteo Home®.

“Coming back from LA, we could see the huge potential bubbling just under the surface in Hampton Roads. It’s not that there isn’t a scene here; it’s just that there are lots of smaller scenes that are disjointed. We’re trying to be part of the new generation of media that brings them all together,” says Espina.

Craig Williams, Boxed City’s creative director, has spent the last 4 years at the helm of high-powered design and branding firm Einbahn Studio, whose clientele range from top LA architects to the music industry.

“We’re all about making things as easy as possible,” adds Williams. “Not only are we hand-selecting the best things to do each week, but we package them together in a free weekly email newsletter. All our subscribers need to do is check their blackberry or iPhone and they’ve got their week all planned out.”

It’s this underlying ease of use that Espina and Williams hope will propel Boxed City to become the go-to source for what’s cool in Southeastern Virginia. More than that, however, Boxed City hopes at the same time to help galvanize the culture of young Hampton Roads.

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