



x Short Motivation.

15 December 2018

Short Motivation is passionate about getting people fit, active and looking good in a pair of shorts. For 2019, our goal is to transform the lifestyle of our followers with expert training advice, nutritional guidance and support.

With the above mission statement in mind, we needed to find the right partnership to motivate our followers.

We're pleased to announce our partnership with online fitness company TEAM BOX, a fitness and nutrition coaching team located in the United Kingdom.

TEAM BOX was founded by Stephen Box, with 8 years in the fitness industry both coaching and teaching alongside his own competing both nationally and internationally, as a fitness model and classic body builder. Most recently winning 1st place at the 2016 IFBB Diamond Cup Fitness Model category. Alongside Chris Emmett who is the TEAM BOX director for coaching. Chris is a national league rugby player and competitive bodybuilder. Both Stephen and Chris studied Sports Performance (BSc) at Bath University, qualified as personal trainers and continuing their studies since with ongoing CPD, including the 2017 MAC Nutrition Universal course.

Detailing the ethos behind the brand, Stephen Box added "*TEAM BOX aims to inspire, motivate, and educate their clients by simplifying the complexities associated with training and nutrition; in doing so, and by providing continued, personalised support and accountability, Team Box helps busy people to achieve their fitness goals with long-lasting results*".

From January 2019, TEAM BOX will launch a new campaign to challenge people to get fit and to help people kick off the new year armed with the right information to finally make a positive lifestyle change. Look out for more information to follow shortly.

For Short Motivation, the TEAM BOX team will be offering both free and subscription-based training advice, daily motivational tips and nutritional guides. Stephen Box will appear across the social media offering aspirational content encourage followers to make 2019 the year to look good in a pair of shorts.

Future plans for the collaboration between TEAM BOX and Short Motivation, include popup fitness events, motivational warm weather retreats and launching across multiple territories.

Note to Editor's

Short Motivation is a lifestyle brand with the aim at getting people fit, active and ultimately looking good in a pair of shorts. With over 100,000 followers across social media, it is fast becoming the destination for everything a man requires to find, choose and select where to wear their next pair of shorts.

Founded in 2015 by Stephen Box, TEAM BOX is an online fitness and nutrition coaching team with eight years in the industry with a mission to transform an individual's lifestyle.

For more information, head to the [Short Motivation](#) and [TEAM BOX](#) websites.

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