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## Organizations Are Rethinking Corporate Gifting—and One New Jersey Entrepreneur Is Seeing the Shift Firsthand

*After an unexpected 135-book client appreciation order, River & Wild Co. launches a corporate gifting program centered on meaningful appreciation.*

**CRANFORD, N.J.** — When photographer and author Christine Dyer published *There's This River*, she expected the fine-art wildlife photography book to find its way onto coffee tables, into gift shops, and into the hands of nature lovers.

What she didn't expect was a request for 135 copies from a local business.

That order—from Sharon Steele, Broker Associate with Coldwell Banker Realty, who selected *There's This River* as a client appreciation gift—prompted Dyer to see the book in a new way: not only as a coffee table book, but also as a thoughtful alternative to traditional corporate gifts.

Inspired by that experience, River & Wild Co. has launched a corporate gifting program built around *There's This River*, a fine-art photography book featuring more than 50 wildlife photographs captured over eight years along the Rahway River and nearby New Jersey parks.

Originally created to inspire people to slow down, notice the wildlife around them, and reconnect with nature close to home, the book is now available for organizations looking to express appreciation through a gift that recipients can enjoy long after it is received.

"I never imagined the book would become part of a company's client appreciation program," said Dyer. "That experience opened my eyes to the possibility that organizations might be looking for gifts that feel more personal, lasting, and meaningful than traditional promotional items."

River & Wild Co. now offers volume pricing along with Special Editions featuring custom welcome pages that can include a company's message, branding, leadership letter,

commemorative dedication, or event recognition. The customized editions allow organizations to personalize the gift while preserving the original book.

While the program was inspired by the real estate industry, River & Wild Co. believes *There's This River* may also resonate with organizations in hospitality, wellness, nonprofit, and other sectors where creating thoughtful experiences and expressing appreciation are important.

"My goal was never simply to publish a photography book," said Dyer. "It was to create something that helps people pause, look closer, and reconnect with the beauty that's often hiding in plain sight. If organizations can use that same experience to make someone feel appreciated, that's incredibly meaningful to me."

River & Wild Co.'s corporate gifting program is available nationwide and includes volume pricing, custom editions, and direct-to-recipient shipping.

For more information, visit [www.riverandwildco.com/partners](http://www.riverandwildco.com/partners).

#### **About River & Wild Co.**

River & Wild Co. creates fine-art photography books and nature-inspired gifts that inspire people to slow down, look closer, and reconnect with the wild spaces just beyond their doorstep. Founded by photographer and author Christine Dyer, the company offers books, prints, and customized gifting options designed to create moments of appreciation, reflection, and wonder.