

Stratford Gazette

'Mompreneurs' in online contest

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The owners of local businesses Marley and Me and Posh Mom have put their company names into the ring to win The SavvyMom Mompreneur of the Year Award, a readers' choice contest designed to find Canada's top "Mompreneur".

The winner will be announced in the fall and will be rewarded with an \$18,000 prize package of cash, business services and office equipment that was designed to help take that business to the next level.

Marley and Me was founded by Kristina LaCourse in 2005 after the birth of her third child, Marley.

She started her business to be able to spend more time with her family, and to fill a void in the community for an affordable, family friendly place to shop, states a press release.

"Marley and Me was inspired by my love of shopping, and finding great deals for my children. I have a love of consignment store shopping, and knew that it could be done in a boutique setting, in a way that moms could feel comfortable shopping for used clothing," says LaCourse.

"If we are honoured with the title of Mompreneur of the Year, we plan to use the award money to help us expand on our products and services, and to create an online store to help mom's shop in the convenience of their homes."

Marley and Me describes itself as an upscale consignment store, selling gently used, designer clothing for children, and expectant moms, and now offers women's clothing too.

It also carries the hottest trends in baby accessories, as well as prenatal, and breastfeeding products. It provides a place for families to sell their clothing, earning them a little extra income.

"Raising a baby is expensive, and this can help families out just a little bit more," states LaCourse.

Posh Mom was founded in May 2005 by Sherri Dowsett-Ground, who got the idea for the business while pregnant with her second child.

"I searched everywhere for a hip new diaper bag. When I came up empty handed, I decided to design my own. I wanted to create something that was fun, fashionable, functional and something that would have life after diapers," said Dowsett-Ground, on the contest website.

If she wins, Dowsett-Ground said she will expand her business, offering customers a wider range of products.

Dowsett-Ground describes Posh Mom as offering a fashionable alternative to teddy bear print and boring black diaper bags.

She said they are perfect for fashionable moms looking for a bag to disguise baby gear and look good for years to come. dx

All bags are made of designer quality fabrics and offer everything a busy mom needs to keep organized.

Throughout the contest period, Savvymom.ca will be hosting a "Mompreneurs Gallery" at www.mompreneuraward.com. Voters are also eligible to win prizes provided by various sponsors of the promotion.