

## **For Immediate Release**

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### **ARIZONA located business *Personal Child Stories* VOTED ONE OF TOP 200 LEADING MOMS IN BUSINESS IN STARTUPNATION COMPETITION**

**PINE, ARIZONA – May 5, 2009** – Personal Child Stories announced today that it has been recognized as one of the top 200 mom-owned businesses in StartupNation's 2009 Leading Moms In Business Competition (<http://www.startupnation.com/leading-moms-2009>). The competition, sponsored by VerticalResponse, recognizes the achievements of mothers across the country who run outstanding businesses. **PCS is one of only two Arizona based businesses in the top 200 winners circle** (Pure Child Photography being the other).

**Personal Child Stories** (PCS) was founded in order to fill a need that did not yet exist in the market: custom stories and books that would address any and every life situation. Research tells us that personal photos work more effectively to teach concepts and learning tools for all children, including those with special needs. Shara, owner of PCS, needed a unique way to teach her son to leave his prosthetic eye in place and to wear his glasses for safety. When unable to find anything on the market that would address such a niche issue, she decided to create custom books from home using her son's personal photos. The books worked wonders ([http://www.personalchildstories.com/our\\_story.php](http://www.personalchildstories.com/our_story.php)). Years later Shara founded PCS and now creates custom stories for children all over the world using their personal photographs. With a background in education, early childhood development, special needs and journalism, she is able to create each book to be age and stage appropriate. All books are laminated and bound making them durable, easy to clean and safe. Even newborns can be given a PCS book in order to instill an early love of reading – the books can be stepped on, chewed, thrown, etc, with no damage. While PCS books are created to be learning tools, their durability allows them to double as keepsakes, offering the customer twice the value for their money.

"Moms across America were honored in this year's ranking, showing that they're capable of starting and running successful businesses while managing to balance family, career, home and self," said Rich Sloan, co-founder of StartupNation. "Well over 600,000 votes were cast in support of several thousand contestants. What an incredible achievement to be named a winner, and what an inspiration for anyone looking to start their own business."

"It's challenging for anyone to start and run a successful business – particularly in this economy. These women are setting the standard for innovation and creativity," said Janine Popick, founder and CEO of VerticalResponse.

StartupNation ([www.startupnation.com](http://www.startupnation.com)) launched the first annual Leading Moms in Business Competition in January with the support of VerticalResponse ([www.verticalresponse.com](http://www.verticalresponse.com)) to recognize the achievements of mom entrepreneurs across the US. Winners were selected and ranked according to public votes accumulated from January through March, 2009. The elite 200

win bragging rights, promotional support, and digital winner's emblems recognizing their achievements as the Leading Moms in Business.

**About Personal Child Stories [www.personalchildstories.com](http://www.personalchildstories.com):**

PCS was founded in 2007 and has grown steadily since that time. With a loyal following of friends, educators and community, PCS strives to be a niche market that fills an array of emotional and learning needs for all children – both general ed and special needs. Research tells us that the more exposure to reading materials children have, the earlier they will read and comprehend. PCS encourages parents to put books in their children's hands from the start and to offer personal stories and books containing photos of the child – for the most beneficial reading experience possible. Book themes include counting, the ABC's, name recognition (top seller), welcoming a new baby to the home, fairytale style stories, potty training, training a new puppy, dealing with a special need, colors, shapes, explaining a divorce or new home...ANYTHING and EVERYTHING. PCS custom books are exactly that: CUSTOM to each customer. As individual and unique as each child.

\*PCS founder and owner, Shara Lawrence-Weiss, was a runner up in the Working Parent of the Year contest in 2008. Judges included Sherriff Joe, Phil Mickelson and Rick Dozer. Sponsors included AZ Central, Tots Unlimited and Sunrise Preschool.