

**OUR MISSION IS TO ENRICH
YOUR FAMILY'S DAILY LIFE.
WE EMPOWER YOU TO LIVE,
LOVE, AND CONNECT
DEEPLY.**



Jennifer is the founder and CEO.

She has ten years of teaching experience with kids K-12 and a decade of experience being a mom. She loves learning and connecting with her kids and has a passion for helping women.

OUR AUDIENCE

Total Audience: 2.9M per year

% Female: 97%

Median Age: 35-44

- ✓ Family and school friendly question games
- ✓ Family traditions and activities
- ✓ Home organization
- ✓ Free helpful printables
- ✓ Expert reading tips from a Certified Reading Specialist
- ✓ Wellness and self-care
- ✓ Goal setting & habit building

BRAND REACH

 **300K**
Monthly page views

 **24K**
Pinterest Followers

 **17K**
Facebook Followers

 **13K**
email subscribers