

HAPPY MOTHER'S DAY

Alexandra Morrill, Sherborn Laughing Giraffe Books

Alexandra Morrill launched her Web site, offering high-quality, award-winning book collections for children from birth to age 8, in July 2010 when her two daughters were age 2 and 8 months. After having her daughters, Alexandra, who has a background in education, wanted to find a way to help encourage young readers while keeping a flexible schedule that allows her to be with her kids as much as possible (today, they are ages 3 and 18 months).

How did you come up with the name? I was looking for a name that would evoke whimsy and the magic of childhood. The fact that my daughters love giraffes and that they are scattered throughout the house might have helped point me in that direction....

Please explain a little bit about your business and how you developed the concept behind it: My background is in education and as a reading specialist and special education teacher, my favorite moments were when I was able to get a 'nonreader' hooked by a special story or character.

Laughing Giraffe Books offers Book

Bundles and Book of the Month collections built around a specific theme, gender or age and contains a well researched collection of kid favorites—both classics and newer offerings.

In addition, unlike anything else on the market, each collection comes with a search-and-find game related to the book bundle or book of the month theme, which can be redeemed for a prize, and arrives beautifully gift wrapped.

What is the hardest part of starting your own business? As a stay-at-home mother for two young children, the running of Laughing Giraffe Books is relegated primarily to naptime (which is rapidly disappearing) and after bedtime.

In addition, my husband purchased a Silk Screening and Embroidery company in January of 2010 adding one more element to our wonderfully hectic lives. However, the feedback we have received from happy parents and customers makes it all worthwhile! Knowing that I am helping to encourage the next generation of readers is a great feeling.

What are some of the creative ways you



have found to juggle being a woman, a mother, a business owner and a wife? I have formed a 'partnership' of sorts with a neighbor and good friend who also runs a small business from her home. We often rely on each other for feedback, support, occasional child care, and a much needed glass of wine and dinner break.

Visit: LaughingGiraffeBooks.com
Also on Facebook and Twitter@LaughingGBooks

ALEXANDRA: JUST FOR FUN

Who is your biggest inspiration? My parents

Favorite meal: sushi (my current craving)

Favorite restaurant: Zebra's Bistro in Medfield, MA (plays into the sushi craving)

Favorite piece of clothing or accessory: Yoga pants... and a good book!

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