

the Bloom Report

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Company Profile Of The Week

Want to know more about the companies in our industry?
In this space we feature a different *company profile* each week...

This week's profile: **ee publishing & productions, llc - *the laugh-friendly company***

ee publishing & productions - *the laugh-friendly company* - Back in 2004, after being shushed one too many times for laughing loudly in public, Elizabeth & Elena created the laugh-friendly company®. Their business is truly a family affair. They are creative-junkie sisters eager to bring to life the magical world of a sweet little girl called Nana Star created by their grandmother years ago. Entrepreneurs at heart, in order to introduce children to Nana Star, they became picture book authors, publishers, and members of that illustrious band of trend-setting businesswomen: mompreneurs.

Since founding ee, that's "double e," by the way, they've expanded the world of Nana Star to include a picture book series, character plushies, and an award-winning companion web site. They are also launching another line of retro-style toys, the CutiePatootie WannaBe Babies, designed to spark the big dreams of little people.

ee is out to change the world. The company creates children's books and toys with high play and imagination value because they believe that the world would be a happier place if kids got to be kids just a little bit longer and if grownups greeted each day with more of the wonder we love in our children. In their products, they tap into the tremendous capacity for goodness, generosity, and compassion that children naturally possess.

Elizabeth & Elena can't deny that their approach is nostalgic as they celebrate the simplicity and innocence that makes childhood special. But while they promote old-fashioned values through their books and toys, they are deeply committed to inspiring children's character for tomorrow.

Be Laugh-Friendly, Change the world.

ee publishing & productions can be reached at:
P.O. Box 7006

Fairfax Station, VA 22039 United States

tel: 703.256.1721 fax: 877.MY.NANASTAR

Visit the **ee publishing & productions website:**
www.laughfriendly.com

Email: hello@laughfriendly.com