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FOR IMMEDIATE RELEASE

Two feisty, female, retired friends turn their “side hustles” into a new “encore” career

WILMINGTON, May 19, 2019 – Jackie Bunn and Lois Petren have been friends for over 35 years. They met in Princeton, N.J. back in the early 1980’s. Jackie had recently arrived in the US from England and Lois was on home turf, having been born and raised in New Jersey. They immediately struck up a friendship, which has lasted to this day. Each of them got married, had careers, had a couple of kids (each), shared in each other’s life experiences and moved around a bit – Lois to Pasadena, CA and Jackie, to St. Croix. In spite of the geographic and time zone difference, there’s always been a thread connecting them across the miles.

Each of them had corporate careers. Jackie was a management consultant prior to spending 17 years rising to an executive position in a major financial services company. Lois spent her working years in marketing, fashion and retirement services IT.

Jackie had two children and decided to leave her job to be with them during their elementary school days. After her sons went off to college, she resumed a business she had created, called LifeMadeSimple, LLC, which provided marketing consulting services, as well as some on-line businesses. In 2017, she started selling merchandise through Amazon and focused on party products.

She wanted to develop her own brand of “mermaid” products and commissioned a unique design – a diverse group of five mermaids – which became the “Five Enchanted Mermaids”.

Enter Lois, now a mother of two girls.

Lois had recently retired from a career in IT with a major retirement services company. During the couple of years prior to her retirement she had authored and self-published six children's picture books under the series name ***Lulu and Lainey***. She was selling the books on Amazon and promoting them via Amazon and social media.

Jackie had the idea that the mermaids needed a back story, and contacted Lois to see if she would be interested in a collaboration to write books featuring the group. Lois enthusiastically said yes. During the course of several conference calls the concept of the Five Enchanted Mermaids was fleshed out. The overarching idea is to promote diversity and teach learning, social, and emotional skills while making it fun.

Thanks to technology, Jackie and Lois have assembled a fully functional and portable company that sells children's products and books online with major retailers (Amazon, Ebay and shortly Walmart), a dedicated website, and a robust presence on social media. They are able to work remotely and on different continents, in regular contact with each other. When either of them travels - for example, Lois for a recent sabbatical in Berkeley or for Jackie a temporary relocation to her hometown in Yorkshire, England - they have been able to continue the work without interruption. Bi-weekly scheduled meetings are held via Skype.

Via Amazon's print-on-demand functionality, they are able to create and deliver both paperback and ebook versions of all the books to Amazon customers, including Prime members.

Jackie provided details of her thought process around building the business. "After our children left home and my husband and I "retired" we wanted to travel as well as keep our minds active. So, I decided we needed a business that we could run from anywhere in the world as long as we had a good internet connection. What better than a business selling online with all the logistics handled by third party service providers? The development of the Five Enchanted Mermaids brand, working with my longtime friend, has been the icing on the cake and makes every day fun, which after all is what "retirement" should be about!"

"For me, it's truly the best of all worlds. I get to spend good times with a close friend, channel my creative energies into this project, and use all the great new technology tools at our disposal", said Lois.

The first two books in the ***Tales of the Five Enchanted Mermaids*** series are currently available and a third book is launching at the end of June. The Five Enchanted Mermaids birthday party set is also currently available, with a range of backpacks expected to arrive in late June.

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All of the products and books, in paperback and eBook format, are available on [Amazon](#) and on the [Five Enchanted Mermaids](#) website (www.fiveenchantedmermaids.com). Free coloring and activity pages featuring images from the books can be downloaded [here](#).

More information is also available at:

WEBSITE: www.fiveenchantedmermaids.com.

Facebook: https://www.facebook.com/fiveenchantedmermaids/?modal=admin_todo_tour

Pinterest: <https://www.pinterest.com/18tv7ny9r2939topiahu005g05ygo9/>

Instagram: <https://www.instagram.com/fiveenchantedmermaids/?hl=en>

Twitter: <https://twitter.com/MermaidsFive>

Writer Resources available

LifeMadeSimple would be delighted to assist writers and can provide – customized/exclusive press releases, commentary, interviews (written and verbal), articles for publication. Subjects which can be expertly addressed are: businesses for the retired, running a small business, parenting, birthday and other parties, selling products online, marketing.

Press kit available by request - info@fiveenchantedmermaids.com.