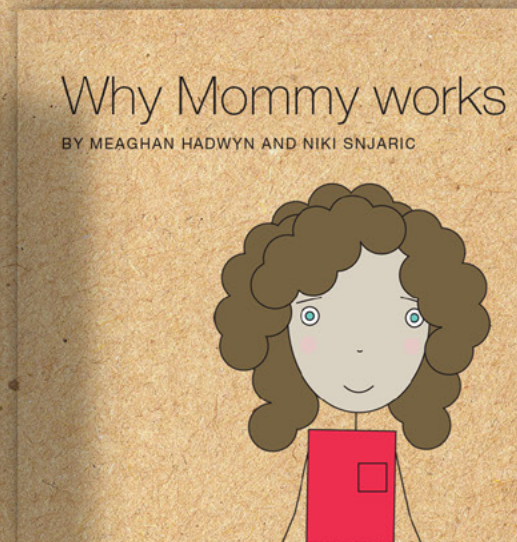
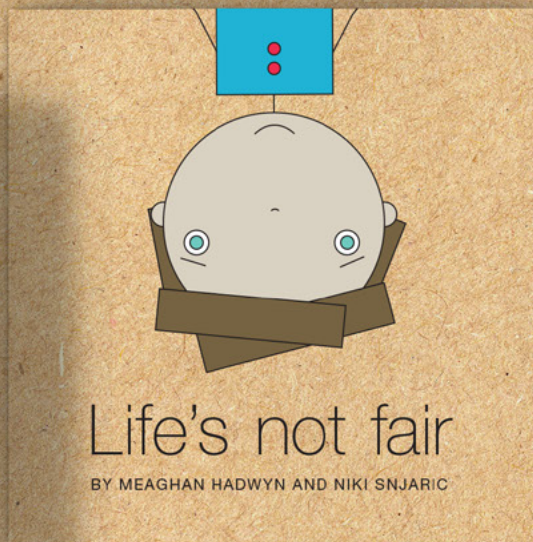


other  
**life**  
lessons™

# The honest children's book series



PRESS KIT

# About Other Life Lessons

Other Life Lessons is a small publishing company based in Toronto, Canada founded by Meaghan Hadwyn and Niki Snjaric. It was established by two working moms who were tired of only reading their kids stories about cute fluffy animals and unicorns. While those types of stories are lovely, they also wanted books that would help explain difficult topics, including entitlement, grief and why they left home during the week to go to work. They believe that life is a crazy, beautiful and incredible adventure but there are speed bumps along the way and moments that can be hard or unexpected. With their honest children's books, they share with children, as well as adults, the often-unspoken truths and struggles all of us face as we grow. Because if life is an adventure, we're all exploring it together.



# About the authors

Niki Snjaric loved creating art from an early age and built her career as an art director in the Toronto advertising industry. After marrying a fellow art director, she had two boys, Jack (11) and Luke (4). Niki loves design, fashion, travelling, prosecco, and is obsessed with true crime shows. She is currently an associate creative director in Toronto alongside Other Life Lessons co-founder, Meaghan Hadwyn.

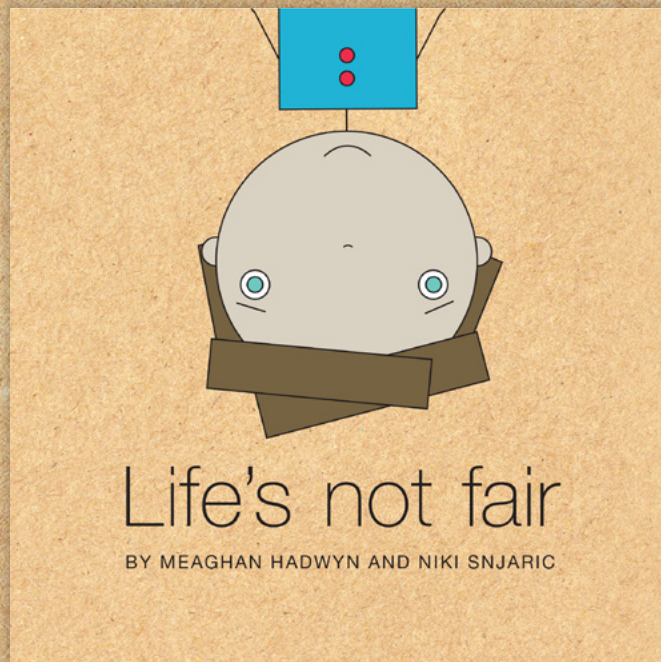
Meaghan Hadwyn has been writing since she could print. Meaghan continued writing through university before becoming an advertising copywriter. She now lives in Bowmanville, Ontario with her husband, stepson, Ashton (21), daughter, Marlowe (4) and dogs, Reuben and Emma. Meaghan is an associate creative director at a Toronto ad agency and is also a travel-loving foodie that routinely stays up way too late reading.

Meaghan and Niki met when they were put together to be a creative team at a Toronto advertising agency. Their creative chemistry was undeniable and they soon became known as an inseparable pair. They are now associate creative directors and, after having babies only six weeks apart, realized they had something else in common: they both wanted to introduce the ups and downs of life to their children in a way that was honest and straightforward. It was then that they created Other Life Lessons. Their first three-book series includes the titles, *Life's Not Fair*, *Why Mommy Works*, and *Sometimes Someone Dies*.



# PRODUCT INFORMATION

Sometimes you fly and sometimes you fall on your face. This book is about accepting the downs and celebrating the ups. It's also about showing how hard work can help to make all the difference.



## Book One

Title: Life's Not Fair

Author: Meaghan Hadwyn & Niki Snjaric

Publication Date: February 2018

Available at: [otherlifelessons.com](http://otherlifelessons.com)

ISBN paperback: 978-1-7551546-0-0

ISBN ebook: 978-1-7551546-3-1

MSRP: \$11.99

Page Count: 36



But the truth of it is,  
that's just not the case.  
Sometimes life can hurt,  
and you come in last place.



## PRODUCT INFORMATION

Whether it was expected or happened too fast, it still feels unreal. While the cloud of grief may make the world grey, this book shares the reminder that even though we experience loss we never let go of the love.



### Book Two

Title: Sometimes Someone Dies

Author: Meaghan Hadwyn & Niki Snjaric

Publication Date: February 2018

Available at: [otherlifelessons.com](http://otherlifelessons.com)

ISBN paperback: 978-1-7551546-2-4

ISBN ebook: 978-1-7551546-4-8

MSRP: \$11.99

Page Count: 36



Sadness may find you  
in big waves or small drops.  
And it's okay to cry  
and it's all right to stop.



# PRODUCT INFORMATION

Maybe it's a career come true. Maybe it's just a step in the right direction. Maybe it's to keep food on the table. This book gives a glimpse at a few of the many reasons Mom works and shows who is in her thoughts throughout the workday.



## Book Three

Title: Why Mommy Works

Author: Meaghan Hadwyn & Niki Snjaric

Publication Date: February 2018

Available at: [otherlifelessons.com](http://otherlifelessons.com)

ISBN paperback: 978-1-7551546-1-7

ISBN ebook: 978-1-7551546-5-5

MSRP: \$11.99

Page Count: 36



## FUN FACTS

We're **100% made in Canada.**

We're **100% female-founded** and female-owned.

We **donate a portion of book sales**  
to children's mental charities.

We address **real-life issues** based on real-events of our lives.

Our **current customers are primarily parents**  
**aged 25-44** and skew more towards women (71%).

Our books can be **purchased online at [otherlifelessons.com](http://otherlifelessons.com)**  
or at select stores in Toronto and Prince Edward County.

Our modern, graphic style is specifically **designed to make it easy**  
**for children to focus on the message of our books.**

Our book, *Sometimes Someone Dies*, is used as a **resource**  
**for grieving families** at various funeral homes across Ontario.

**We're more than children's books.** We also offer parent-focused resources,  
including our e-book PDF, *Going Back to Work Sucks:*  
*A Working Mom's Guide to Getting Back at it.*

**Series Two is in development** and will be released in Spring 2019.

We offer **free worksheets for families on our website,**  
including My Goodbye Letter (also available at select funeral homes),  
Self-Esteem Origami and The Confidence Booster.

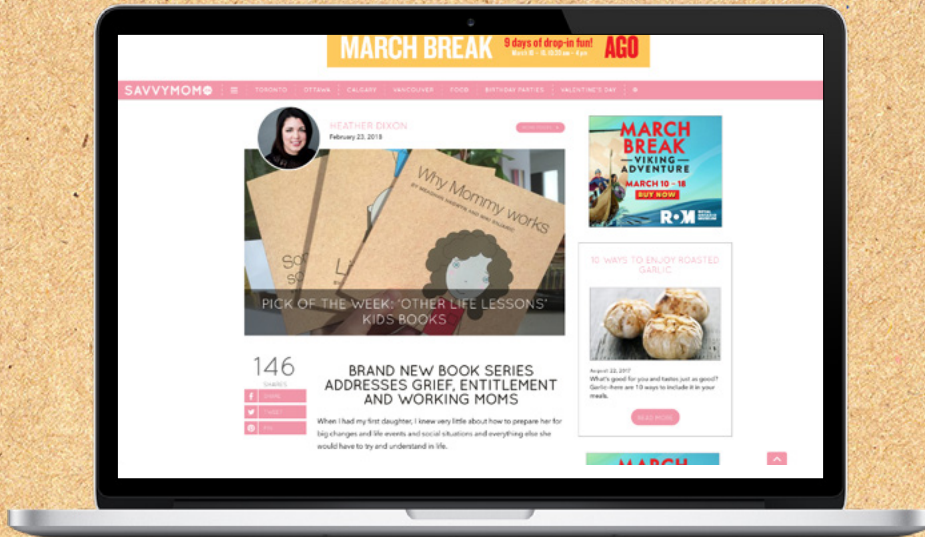


# MEDIA REACTIONS

SavvyMom.ca

**“It’s safe to say I love books. So, when I found out about these brand new kids books that address real-life situations, I became an instant fan.”**

<http://www.savvymom.ca/article/pick-week-life-lessons-kids-books/>

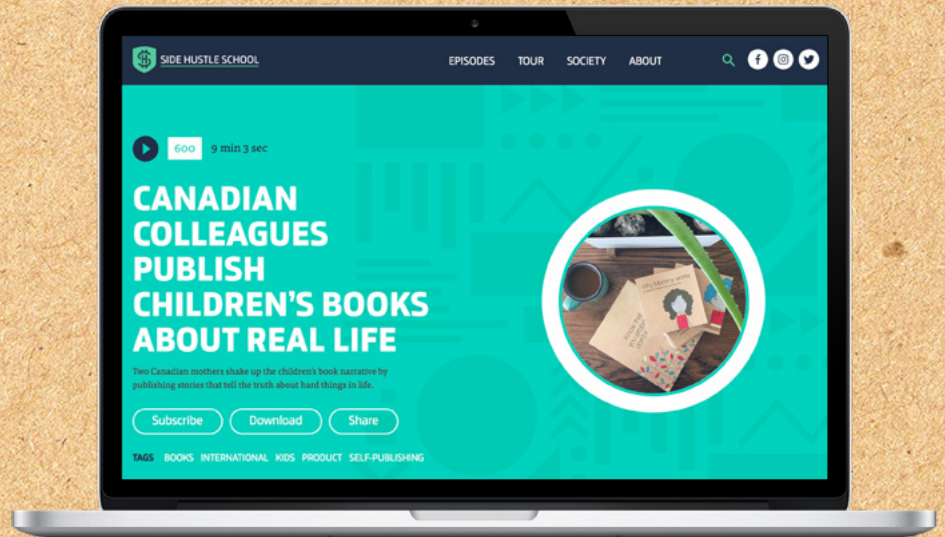


Featured on  
Side Hustle  
School podcast

**“Two Canadian mothers shake up the children’s book narrative by publishing stories that tell the truth about hard things in life.”**

Episode 600

<https://sidehustleschool.com/episode/600/>





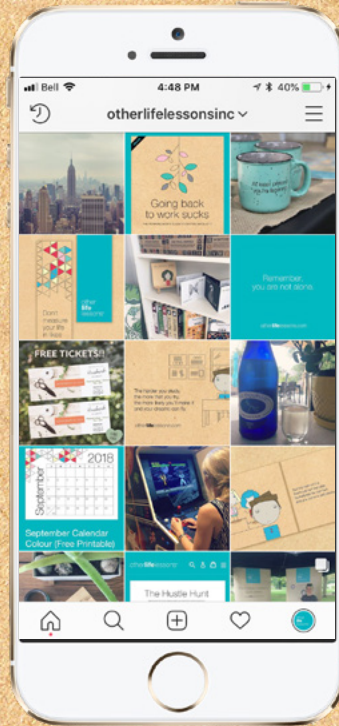
# SOCIAL MEDIA



@otherlifelessons



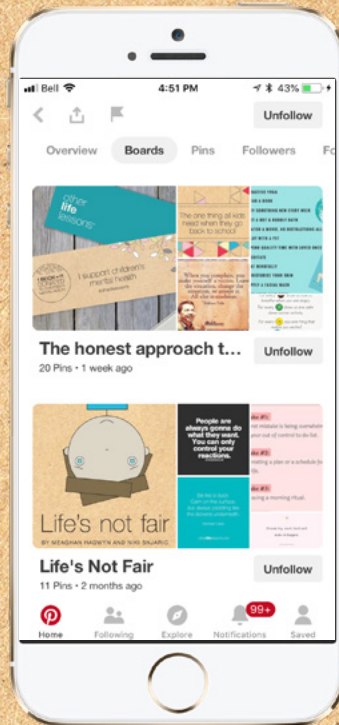
@otherlifelessonsinc



@OLLGlobal



@otherlifelessons



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