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FOR IMMEDIATE RELEASE

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**LET'S GO
LOLLISHOPPING
at Lollishops.com**

New online marketplace run by and for women

NEVADA CITY, CALIFORNIA -- Black Friday was a lovely girley-girl pink for entrepreneur Sadie Hartmann, who chose this as the launch date for her new online shopping website, Lollishops.com. Within the first few days, she had over 400 new vendors with storefronts up and running. "It's been really amazing," a beaming Hartmann says, "We're getting reports of sales in just a few days that are better than 6 months at other online craft marketplaces." When asked about the success of **Lollishops.com**, Hartmann is quick to note that she has spent the better part the last year building a social network based on the values of trust, sharing, camaraderie and friendship. "The blog and vendor forums continue to thrive and are logging hundreds of hits each day. Sellers want to share, not only their store experience, but also art and journaling details. It's a great community, without the hard edge of cut-throat competition."

Another aspect differentiating **Lollishops.com** is that vendors' work is juried. This results in a consistent quality and 'look and feel' for the entire shopping experience. "Other online marketplaces are almost exclusively run strictly for profit, by men. My vision for Lollishops.com is as a place for women to celebrate their creativity and femininity, while building friendships and earning money from home."

*"I started blogging to keep in touch with friends and family and it just grew alongside my art. As a mother at home with a young family, I gained inspiration and got a good slice of appreciated adult conversation from my early blog. Now **Lollishops** has become a really sweet community, based on inspiration and sharing. We are really an on-line art family community," observes Mrs. Hartmann.*

Lollishops.com may very well be right on time, as brick and mortar business opportunities shrink in a diminishing marketplace and families look for less traditional ways to generate supplemental income.

Find details about Sadie's blog and forum at **www.lollishops.com**.

About Sadie Lou Hartmann

Sadie was born and raised in Grass Valley, California, where she lives today with husband, Dan and three children, Andrew (3), Natalie (10) and Ryan (12).

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