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CONTACT:

Susan Krol

Krol Media Associates LLC

Phone: 724-772-5765

Fax: 724-772-8155

Susan@krolmedia.com

## **The Vision for Pedestal Pets Becomes a Reality**

*Entrepreneur Lisa J. Scherfel launches new toy line.*

Entrepreneurs, in essence, are problem solvers. With the founding of Inspired Design, LLC, Lisa J. Scherfel, the owner, solved two problems: She needed a new career, and she needed to stop putting so many quarters into vending machines.

Scherfel had been in professional sales for more than 23 years, but like so many others, she became another statistic of the economic downturn. Instead of re-entering the job market, the married mother of two decided to pursue a dream she had been nursing for a while, that of being an entrepreneur.

In 2008, when her daughter Maya was in kindergarten, Maya and all of her classmates were trading animal pencil toppers. Whenever Scherfel and her daughter would head to the grocery store, Maya would run to the vending machines, pumping quarter after quarter into them hoping for the “elephant,” “pig” or whatever critter she needed for her collection. Scherfel quickly found that they were spending more than they should to obtain the animal Maya desired. One day Scherfel thought: Why not package the animals in a way so that customers knew what they were getting every time they made a purchase? And why not package them by various themes and add pencils to match each pet? This “vision” resulted in the creation of Pedestal Pets.

Scherfel tweaked the concept a bit, adding educational information that included facts about each animal, as well as providing online interaction of the Pedestal Pets for children. After many months of work and planning, Scherfel is excited to announce that the Pedestal Pets “vision” is set to become a reality! Three series of pets roll out in November 2009--just in time for the holiday season.

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