

## **FOR IMMEDIATE RELEASE**

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## **GRATITUDE UNITES ANGEL INVESTOR WITH MOMPREENEURS**

BOSTON, MA: 12/08/09 – With the help of an angel investor, Waves of Gratitude Jewelry and Apparel has entered the world of fashion and apparel with products designed to remind people about the importance of expressing gratitude. The story is one of hope, strength and good fortune.

Waves of Gratitude founders Cheryl Nordyke and Kim Wierman faced difficult personal and professional challenges during the last few years. The economic landscape fell into the worst recession since the great Depression and Cheryl and Kim were suddenly unemployed after successful positions in the software industry. Cheryl, a business development director and top producer for a software company was a single mother with a daughter and Kim a mother of three not only lost her job, but also lost her husband who died suddenly of a heart attack. Waves of Gratitude was born because Cheryl and Kim resolved to face their situations from a foundation of gratitude. They wanted a symbol to express that resolve.

Waves of Gratitude needed capital to launch the line of Inspired Jewelry and Apparel so they exhaustively pursued funding options. The economy was not cooperating and their conviction began to waver, until a like-minded angel investor decided to invest. Waves of Gratitude CEO Cheryl Nordyke says, “There’s a quote, ‘Leave no stone unturned’ and that is exactly what we did. We spoke to everyone we knew and offered them a share of our company if they could help us find someone to invest. One of those individuals stepped up and expressed an interest in becoming part of our journey.”

Waves of Gratitude is now selling Inspired Jewelry and Inspired Apparel on a new website, writing a blog that ties fashion and inspiration together, and implementing a fully integrated social media advertising and public relations campaign designed by Laidlaw Group, a Boston-based integrated marketing communications firm. “Waves of Gratitude is carving out a new niche in the fashion world,” says Cindy Laidlaw, Principal of Laidlaw Group “Getting an investor in today’s economic climate is almost impossible, but Cheryl and Kim found a like-minded investor who understands the power of gratitude and the appeal of the Waves of Gratitude necklaces, bracelets and apparel.”

To view the collection of Waves of Gratitude Inspired Apparel, visit [www.wavesofgratitude.com](http://www.wavesofgratitude.com). For more information about this news release, contact Cassandra Nicholson, Communications Strategist at Laidlaw Group LLC, by phone at 617.423.2801 x. 203 or email [pr@wavesofgratitude.com](mailto:pr@wavesofgratitude.com).