



**FOR IMMEDIATE RELEASE**

## **Innovative Subscription Box Service Aims To Put Smiles on Seniors' Faces**

**Burlington, May 23, 2018** --Two self-described "olderpreneurs" have launched a subscription box service for seniors based on the premise that little things often bring the greatest happiness.

lovefrom.ca is the brainchild of Barb Budarick and Laurie Lasovich, former business executives, both based in southern Ontario. The two hope to become part of the subscription box economy by offering well-known, branded products ranging from personal care products to sweet treats as well as a special surprise item each month delivered to retirement home residents.

The women say they learned, from personal experience, the importance of the little things while caring for their own parents. "My 93-year-old Mom has been in a retirement home for many years," Laurie says. "She doesn't need many extras but she really appreciates the little things I bring her on a regular basis like lip balm, hard candies, and even hand lotion."

Barb recounts a touching story that formed the genesis for lovefrom.ca. "Years ago, I was visiting my Mom in palliative care and the lady in the bed beside her told me her family lived out of town. She was struggling with the harshness of the hospital soap and longed for a bar of Dove. I got her some soap and still remember the sheer joy and heartfelt appreciation for such a small thing." Barb recalls. "Two days later she passed away but that experience stayed with me and it's the reason we include Dove soap in the monthly box."

Developed through research with family members, caregivers and residents, lovefrom.ca provides the brand name products most often requested and delivers them in a box on a monthly basis. Each box is personalized so the recipient knows who it's from.

The subscription service which can be purchased for three, six or 12 months provides the ability for loved ones to show they care even when they can't be there in person.

The box also contains "thank you" buttons recipients can give to their favourite caregivers as a small token of appreciation. In addition for every ten boxes delivered to a specific home, lovefrom.ca donates a box that caregivers at the home can give to a resident of their choice who may not have family members or regular visitors.

## **About lovefrom.ca**

lovefrom.ca is a subscription box service for seniors that makes it easy and convenient to show you care when you can't be there. It ensures seniors have familiar and practical items they appreciate and will use. The lovefrom.ca box is filled with "everyday enjoyables". These are the little things that make a big difference in daily living and can bring a smile to the face of a loved one.

**For more information and pricing visit:**

[www.lovefrom.ca](http://www.lovefrom.ca)

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