



NEWS

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Local Snoobli Company Wins National Contest

LaShonda Felder, Snoobli co-founder, donates \$2,000 prize to Youth In Need

ST. CHARLES, Mo., Oct. 21, 2009 — What is a “snoobli”?

LaShonda Felder, co-founder of Troy, Mo.-based Snoobli Company, said she made up the word when deciding on the perfect name for her family’s business. “It has no meaning in any language,” Felder said. “So I thought: I’ll take that name, and I’ll make it mean something by the time I’m done with it.”

Snoobli Company offers its customers personalized, hand-crafted educational books. Felder writes, sews and assembles each book herself. She uses her own four children to inspire the stories and educational components for each book as well.

When it comes to making a greater community impact, Felder does not miss an opportunity. She recently entered the Pine-Sol® Powerful Difference contest to share how she was positively impacting her community. Felder’s essay was chosen as one of the contest’s regional winners to receive a \$2,000 prize to be given to the charity of her choice.

Felder said she entered the contest with Youth In Need in mind, so choosing the charity was easy. She also has supported the agency through Snoobli’s Donation Program, where she donates her books, or customers can sponsor a book, to several local nonprofit organizations, including Youth In Need’s Lincoln County Head Start program.

Powerful Difference began in January 2007 to celebrate the power of ordinary women to effect extraordinary change. Through cash awards and scholarships, the program enables women to continue the work they already have been doing or to begin new work in their communities.

For more information about Snoobli Company’s personalized books, visit www.snoobli.com.

Youth In Need is an eastern Missouri regional agency serving more than 10,000 children, teens and families each year with residential group homes, homeless street outreach, education, counseling and support groups, foster care case management and infant, child and family development programs. Youth In Need’s mission: ***Believing in the power of potential, Youth In Need’s mission is to provide nurturing environments and educational opportunities so children, youth, and families will find safety***

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and hope, achieve their goals, and build a positive future. Youth In Need's programs and services are funded, in part, by its 2009 Children's Partners, including Monsanto as the exclusive Principal Partner. Visit www.youthinneed.org for a complete listing of Youth In Need's Champion, Guardian, Trustee and Patron Partners.

PHOTO CAPTION:

LaShonda Felder (right), Snoobli Company co-founder, presents her \$2,000 Powerful Difference contest prize to Rob Muschany, Youth In Need's Vice President of Marketing and Development.

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