**Press Kit**

**CHAI ON LIFE: UNPACKING EVERYDAY WISDOM:**

**STORIES OF VULNERABILITY, STRENGTH, AND THE HUMAN HEART**

 **by Lorie Kleiner Eckert**

**“***Celebrate Life. Celebrate Wisdom. Celebrate Family.***”**

**High on Life with a Jewish twist**

“A joyous, uplifting, and honest handbook for life, rooted in kindness."

**—Simon Van Booy, Bestselling Author of *Sipsworth,* Eight Other Books of Fiction, and Three Anthologies of Philosophy**

“I laughed, I cried, I learned. *Chai on Life* by Lorie Kleiner Eckert makes the ordinary an extraordinary chance to embrace life’s happenings as moments to contemplate. Her stories demonstrate that life is an adventure from which we can all grow and improve. This charming, beautifully illustrated book is a perfect gift for birthdays and Mother’s Day. It’s a gift that will give back because it can lead to some terrific discussions.”

**—Ruth Nemzoff, Ed.D., is the Author of *Don’t Bite Your Tongue: How to Foster Rewarding Relationships with Your Adult Children* and *Don’t Roll Your Eyes: Making In-Laws into Family*, and is a resident scholar at Brandeis Women's Studies Research Center**

“Lorie Kleiner Eckert offers readers a fresh perspective and a clearer lens through which to view their lives. Her essays flow with a conversational ease—brief yet filled with insights that linger long after reading. In fact, it's more accurate to say these essays encourage readers to reflect on their attitudes, problems, challenges, and gifts in refreshing and illuminating new ways.”
**—Rabbi Lewis H. Kamrass, Immediate Past President of the Central Conference of American Rabbis**

“The Hebrew word, *chai,* means live. Judaism is a way to live in the world. ‘I have put before you life and death, blessing and curse. Choose life….’ (*Deuteronomy* 30:19), In *Chai on Life,* Lorie Kleiner Eckert chooses to live. She intimately synthesizes her life lessons with vulnerability, compassion, and practical wisdom as timely as it is timeless. Her positive attitude gives a reader hope across topics from the mundane to the sacred.  Each chapter is a little gem to be taken daily with a dose of humility and an open mind.”

**—Cantor Alane Katzew and Rabbi Jan Katzew, Scholars in Residence in Jacksonville, FL**

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*Publisher Info*

* Been a top-ten indie since its start in 1992
* Profiled by Publishers Weekly
* Publishes 4-6 books a year
* Distributed nationally by Baker & Taylor Publisher Services
* Frontlist and backlist titles frequently optioned or bought by Hollywood producers
* Publishes almost all types of books, from memoirs to mysteries, young adult novels to history and biography
* Bancroft books have received numerous starred reviews—four, in fact, for two 2018 summer books—and have won numerous awards
* *The Missing Kennedy,* a NYT ebook bestseller, was on the cover of *People Magazine* when published in 2015
* Published the books of four Pulitzer Prize winners (Alice Steinbach, Stephen Hunter, Elizabeth McGowan, and Mark S. Johnson)
* Operated internship program with colleges and universities around the country each semester (and summer) since 1992

**Meet Lorie Kleiner Eckert – A Dynamic and Engaging Voice**

Lorie Kleiner Eckert is an author, artist, and vibrant storyteller whose latest book, *CHAI ON LIFE*, blends humor, heart, and wisdom into a captivating collection of essays on resilience, reinvention, and the power of positivity. She is a natural conversationalist—quick-witted, insightful, and effortlessly engaging—making every interview an experience worth tuning in for.

Recently featured on *The Shelley Irwin Show*, Lorie showcased exactly why she’s a go-to guest for radio, TV, and podcasts. Shelley Irwin—an award-winning, iconic voice across multiple NPR affiliates—has an uncanny ability to elevate every conversation, but even she barely had to steer this one. Lorie kept the discussion lively, meaningful, and filled with humor, demonstrating her remarkable ability to connect with listeners and hosts alike.

Whether discussing life’s unexpected turns, the art of starting over, or the creative process behind her work, Lorie captivates audiences with her signature mix of insight and warmth.

Lorie’s storytelling extends beyond the page—her vibrant presence on Etsy showcases her artistic side, adding yet another dimension to her creative world.

🎙 **Interested in booking Lorie?**
She’s available for interviews on topics including:

* Reinventing yourself at any stage of life
* Finding joy and humor in everyday moments
* The creative process behind *CHAI ON LIFE*
* Women’s empowerment and personal growth

📌 **Website:** [LorieKleinerEckert.com](https://www.loriekleinereckert.com)
🛍 **Etsy Shop:** [Lorie Kleiner Eckert Designs](https://www.etsy.com/shop/LorieKleinerEckert)

For media inquiries and bookings, contact:

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**Detailed Description of CHAI ON LIFE**

CHAI ON LIFE by Lorie Kleiner Eckert is a collection of essays that offer a deep and personal exploration of various themes central to the human experience. The book is divided into several sections, each focusing on different aspects of life, interwoven with the author’s reflections and anecdotes. Here’s a detailed description based on the content from the uploaded documents:

**Prelude: Mindset is Important When Looking in a Magic Mirror**

The prelude introduces the power of mindset, using contrasting stories about the author’s grandchildren to highlight how perception can shape reality. This section sets the tone for the book by emphasizing the importance of maintaining a positive outlook, especially during challenging times like the COVID-19 pandemic.

**Accepting Yourself and Others**

This section delves into self-acceptance and the acceptance of others. Through personal stories, Eckert discusses self-identity, relationships, and the courage required to be authentic. Essays in this section include "I Am Who I Am," "The More I Look for My Mom the More I Find Her in My Heart," and "Convincing Myself to be Courageous."

**Life 101 – A Formula for Living**

Essays in this section provide practical wisdom for living a fulfilling life, covering topics such as the importance of having a plan, embracing imperfection, and learning from life's experiences. Key essays include "The Importance of Having a Game Plan," "Moving a Little Bit at a Time Toward a Rich Life," and "Good Enough is Good Enough."

**Personal Reinvention**

This section explores the possibility and necessity of personal transformation at any age, particularly during significant life changes. The author shares her own experiences of change, especially during the COVID-19 pandemic, in essays like "A COVID-19 Correction to My Vision" and "Reinventing Yourself – A How-To."

**Eureka! I Have Found It: This is Happiness**

Focusing on the theme of happiness, this segment discusses overcoming life's difficulties and finding joy in various aspects of life. It questions conventional ideas about happiness and includes essays like "I’ve Got it Figured Out—This Is What Happiness Is," "But What About the Fact that Life is Difficult?" and "Is Jumping Naked into a Lake the Key to Happiness?"

**Some Odds and Ends to Mention**

A collection of essays covering a wide range of topics that have left an impression on the author. Subjects include anger, forgiveness, mental health, and the benefits of journaling. Essays in this section include "Deciphering Hillel Through the Years," "In a Billy Joel State of Mind – A Story about Anger and Forgiveness," and "Three Reasons to Write in a Journal."

**Aging**

This part is devoted to the topic of growing older, discussing various aspects of aging, from healthcare to dealing with physical and emotional changes. Notable essays include "Being the Patient vs the Visitor in the Emergency Room" and "Worrying about Field Sobriety Tests and Other Aspects of Aging."

**Can’t Help Loving that Family of Mine**

A heartfelt tribute to family, this section includes stories about the roles family members play in our lives, incorporating both immediate and extended family. Essays include "We Are Family," "On Matzah Balls, Legos, and Various Things Between," and "Upon Turning Seventy."

**The G Words – Gratitude and God**

Essays in this section focus on the themes of gratitude and spirituality, exploring how these concepts influence the author's life. Essays include "30 Reasons to be Grateful at My Granddaughter’s Soccer Game" and "From God’s Lips to My Ears."

**The Whole Book in Short Form**

This concluding section distills the wisdom from the entire book into a concise form, providing easy reference to the key lessons and themes explored throughout the essays.

**Writing Style**

Lorie Kleiner Eckert's writing is characterized by a highly personal and reflective style, grounded in everyday experiences. She uses a conversational tone, creating an intimate connection with readers. Her willingness to be vulnerable and discuss her flaws, fears, and misunderstandings adds authenticity to her writing. The essays are structured around central themes, enriched with cultural references and aphorisms that provide additional context and depth.

**The Impact of Illustrations in CHAI ON LIFE**

CHAI ON LIFE is not just a collection of essays; it is also a visually enriching experience thanks to the inclusion of 40 of Lorie Kleiner Eckert's original illustrations. These vibrant and thought-provoking images serve as both a visual delight and an emotional amplifier for the themes explored in the book. Each illustration is meticulously crafted to complement the essays, adding layers of meaning and enhancing the reader's engagement.

For example, the image stating, "If you can't believe in God, believe in sunbeams. Either way, bask in the warmth," visually encapsulates the essence of finding comfort and joy in everyday moments, regardless of one's beliefs. The illustrations, with their warm colors and thoughtful designs, invite readers to pause and reflect, making the reading experience more immersive and personal. They act as a gentle nudge to internalize the wisdom shared in the essays, making CHAI ON LIFE not only a journey of words but also a feast for the eyes and the soul.

In CHAI ON LIFE, Eckert combines warmth, wisdom, humor, and introspection, making her stories relatable and thought-provoking, inviting readers to reflect on their own lives and experiences.

**18 Ways Lorie Kleiner Eckert’s *Chai on Life***

**Breaks the Mold and Redefines Everyday Wisdom**

Lorie Kleiner Eckert’s *Chai on Life* is a refreshing and unconventional exploration of everyday wisdom that challenges societal norms and conventional thinking in 18 remarkable ways—symbolizing the Hebrew word *chai* (life). From embracing vulnerability as a strength to rejecting perfectionism in favor of “good enough,” Eckert reshapes the narrative around personal growth and relationships. She boldly advocates for the power of praise, forgives with pragmatic self-care, and celebrates small victories with as much joy as major milestones.

Her humorous yet profound perspectives include reframing body image, questioning generational sacrifices, and normalizing therapy, all while encouraging readers to live authentically. These unconventional insights make *Chai on Life* not just a memoir but a blueprint for navigating life with humor, gratitude, and unapologetic individuality. It's the perfect book to spark thought-provoking conversations and resonate with readers seeking a fresh take on what it means to truly live.

1. **Praising children extensively is beneficial**: Lorie emphasizes the importance of praise for children and adults, rejecting concerns about it potentially causing overconfidence. She humorously dismisses evidence-based caution regarding praise as "hooey" and advocates for "praise of praise" as universally positive.
2. **Rejecting perfection in cooking and creativity**: Lorie recounts abandoning traditional chicken soup recipes that demanded extensive effort and declares, “Leave well enough alone,” rejecting the idea that striving for perfection is always worthwhile. Similarly, she criticizes quilting advice suggesting "more is better," ultimately simplifying her work for practicality over artistic complexity.
3. **Moderation over rigid discipline in health**: Through her gym experiences, Lorie challenges the rigid discipline often promoted in fitness and dieting. Her trainer encouraged her to eat ice cream twice daily during emotionally tough times, emphasizing that enjoying life and moderation are essential parts of wellness.
4. **Stigma-free therapy**: Lorie celebrates her decades-long relationship with a psychologist, rejecting societal stigmas about mental health care. She proudly shares how therapy supported her even during ordinary life challenges, normalizing seeking psychological help.
5. **Resisting societal expectations for motherhood**: Reflecting on her grandmother's funeral, Lorie questions the adequacy of motherhood as a woman's sole identity. She challenges traditional expectations by reexamining her role as a stay-at-home mom and balancing it with personal fulfillment.
6. **Forgiving others and oneself like God does**: Lorie posits that holding grudges or being overly critical of oneself is irrational if one aspires to forgive others at least as readily as God. This challenges the societal tendency to judge harshly and cling to grievances.
7. **Accepting personal quirks instead of striving for change**: Lorie unapologetically describes herself as an “endoorsy person” who thrives in solitude. Rather than pushing herself to conform to societal norms that value extroversion or outdoor activities, she embraces her personality and builds her life around it. This contrasts with the push for constant self-improvement or “growth” often championed in modern culture.
8. **Acknowledging "flaws" as part of self-love**: In her "love letter to her belly," Lorie shifts the narrative of body image from dissatisfaction to gratitude, celebrating her belly for giving her children. Instead of seeking physical perfection or comparing herself to societal ideals, she reframes her perspective to focus on the gifts her body has given her.
9. **Questioning the "silent suffering" model of prior generations**: Lorie examines her mother’s stoic approach to life—bearing burdens silently and adhering to the adage "If you can’t say something nice, don’t say anything at all." She contrasts this with her own tendency to express emotions more openly and suggests that silence might not always be the best path.
10. **Redefining happiness and success in aging**: Lorie challenges traditional notions of aging gracefully by embracing humor, authenticity, and even vulnerability in her later years. Rather than masking her age or accomplishments, she leans into her quirks, cherishing what she calls her “flawsome” identity—flawed but awesome.
11. **Encouraging visible vulnerability to build connections**: Lorie’s willingness to share her fears and insecurities with her granddaughter before a trip to Israel illustrates a break from the “strong matriarch” archetype. Instead, she prioritizes authenticity and models courage by openly navigating her challenges.
12. **Using humor and irreverence in self-improvement**: Lorie regularly employs humor, like her mantra "Suck it up, Buttercup," as a coping strategy. This lighthearted approach contrasts with the seriousness often associated with personal development or facing fears.
13. **Balancing gratitude with boundary-setting**: Lorie acknowledges her appreciation for her mother’s help after childbirth but candidly admits to being annoyed by small habits, like folding towels differently. This combination of gratitude and self-awareness offers a more nuanced, human take on relationships compared to the ideal of absolute deference to family support.
14. **Refusing to overly romanticize generational sacrifices**: While Lorie respects the sacrifices her mother made as a stay-at-home mom, she refrains from idealizing her mother's selflessness, noting the lack of recognition or fulfillment it often entailed. This challenges the traditional glorification of the maternal role as solely one of sacrifice.
15. **Letting “good enough” be good enough**: In her reflection on life, Lorie challenges the notion of perfectionism, suggesting that striving for "good enough" is often more practical and fulfilling. This stands in contrast to society's frequent insistence on achieving excellence or perfection in every area of life.
16. **Reclaiming the joy of small victories**: Lorie delights in mundane accomplishments like scratching items off a to-do list, a practice that celebrates small, everyday achievements. This contrasts with the cultural emphasis on only celebrating major milestones or extraordinary successes.
17. **Forgiveness as a personal necessity**: Lorie's philosophy emphasizes forgiving others not just for their sake but as a form of self-care, arguing that holding onto resentment is more harmful to the forgiver than the forgiven. This pragmatic take on forgiveness counters the idea that forgiveness must be earned or justified.
18. **Finding wisdom in vulnerability**: Lorie openly shares her fears, failures, and insecurities, positioning vulnerability as a source of strength and connection rather than a weakness. This counters conventional wisdom that often equates vulnerability with fragility or inadequacy.

**The 18 Ways Summarized**

1. Praising children and adults extensively, rejecting fears of overconfidence.
2. Embracing “good enough” over perfectionism in tasks and creativity.
3. Balancing moderation and indulgence in health and fitness.
4. Celebrating therapy as a stigma-free tool for navigating life’s challenges.
5. Questioning motherhood as a woman’s sole identity or ultimate fulfillment.
6. Forgiving others and oneself as a necessity, modeled after divine forgiveness.
7. Accepting personal quirks instead of striving for change.
8. Reframing body image with gratitude for the body’s gifts.
9. Critiquing the “silent suffering” model of past generations.
10. Redefining aging with humor and authenticity rather than denial.
11. Modeling vulnerability as a strength to inspire deeper connections.
12. Using humor as a tool for resilience and personal growth.
13. Expressing gratitude while setting boundaries in relationships.
14. Resisting the glorification of generational sacrifices.
15. Letting “good enough” be good enough instead of pursuing perfection.
16. Reclaiming the joy of small victories in everyday accomplishments.
17. Promoting forgiveness as an act of self-care and emotional liberation.
18. Finding wisdom in vulnerability and redefining it as strength.

**Brief Descriptions of CHAI ON LIFE**

**225-Word Description:**
*Chai on Life* by Lorie Kleiner Eckert is a defiant celebration of life, filled with essays that challenge societal norms and redefine everyday wisdom. From rejecting perfectionism to reframing vulnerability as strength, Eckert’s work is a blueprint for authentic living that veers sharply against the grain. She confronts conventional thinking on body image, therapy, and forgiveness with humor and unflinching honesty, offering readers insights that are as practical as they are profound.

Eckert dismantles stereotypes, such as the "perfect mother" or the "silent sufferer," and instead champions individuality and self-acceptance. Her unapologetic embrace of imperfection—whether simplifying chicken soup recipes or cherishing her so-called "flawsome" identity—shines through every page. By celebrating small victories and everyday accomplishments, Eckert reclaims joy from a culture obsessed with grand achievements.

This book is more than a memoir; it is a manifesto for living authentically. Its humor and irreverence challenge the seriousness often associated with self-help, inviting readers to "suck it up, Buttercup" while pursuing a more fulfilling path. Enriched by 40 original illustrations, *Chai on Life* sparks thought-provoking conversations, encouraging readers to challenge outdated traditions and live unapologetically on their own terms.

For anyone seeking wisdom and connection in the chaos of modern life, Eckert’s essays offer a refreshing and unconventional perspective that inspires and delights.

**100-Word Description:**
*Chai on Life* by Lorie Kleiner Eckert is a collection of essays that defy societal norms with humor and heartfelt wisdom. Eckert reframes body image, challenges perfectionism, and reclaims the joy of small victories. She celebrates vulnerability, therapy, and forgiveness, championing individuality and authenticity over convention. Through candid storytelling and 40 vibrant illustrations, Eckert offers readers tools to navigate life with humor, resilience, and gratitude. This book is not just a memoir—it’s a guide to embracing imperfection and living unapologetically. Ideal for readers seeking fresh insights and inspiration to spark conversations and challenge traditional perspectives.

**50-Word Description:**
In *Chai on Life*, Lorie Kleiner Eckert reshapes everyday wisdom with humor and irreverence. Her essays champion imperfection, self-acceptance, and resilience, rejecting societal norms while celebrating individuality. Illustrated with 40 original pieces, this inspiring book is a delightful guide for readers seeking a fresh, unconventional approach to living authentically.

**UNIQUE SELLING POINTS of CHAI ON LIFE**

**1. Highly Relatable and Personal Stories**

* **Detail**: The essays are grounded in everyday experiences, making them highly relatable. Lorie Kleiner Eckert shares her life stories with authenticity and vulnerability, allowing readers to see reflections of their own lives and experiences in her writing.
* **Benefit**: Readers feel a personal connection with the author, fostering a sense of intimacy and understanding.

**2. Conversational and Engaging Writing Style**

* **Detail**: The book is written in a conversational tone, resembling a heart-to-heart discussion rather than formal writing. This style makes the narratives feel like personal conversations, enhancing reader engagement.
* **Benefit**: The approachable and friendly tone invites readers to immerse themselves in the stories and lessons shared.

**3. Practical Wisdom and Life Lessons**

* **Detail**: Each essay offers practical wisdom and actionable advice on various aspects of life, including self-acceptance, personal reinvention, happiness, and aging. These lessons are derived from the author's personal experiences and reflections.
* **Benefit**: Readers gain valuable insights and strategies for navigating their own life challenges and transitions.

**4. Humor and Lightheartedness**

* **Detail**: Despite tackling serious and emotional topics, the book balances these with moments of humor and lightheartedness. The author’s ability to find humor in everyday situations adds a delightful and uplifting dimension to the book.
* **Benefit**: The humor makes the book enjoyable and accessible, providing readers with moments of laughter and joy.

**5. Cultural and Spiritual Insights**

* **Detail**: The book includes references to Jewish culture, values, and spirituality, providing a unique perspective on universal themes. Essays often incorporate cultural sayings, traditions, and spiritual reflections.
* **Benefit**: Readers interested in Jewish culture and spirituality find a rich and meaningful context in the stories, while others gain exposure to new cultural insights.

**6. Focus on Family and Relationships**

* **Detail**: Many essays explore the dynamics of family relationships, including those with parents, children, and grandchildren. The book emphasizes the importance of family bonds and offers heartfelt tributes to family members.
* **Benefit**: Readers who value family relationships find resonance and inspiration in the author’s stories and reflections.

**7. Inspiration for Personal Growth and Reinvention**

* **Detail**: The book encourages readers to embrace personal growth and reinvention at any stage of life. Through her own experiences, the author demonstrates that change and growth are possible and necessary.
* **Benefit**: Readers are inspired to take proactive steps towards personal reinvention and self-improvement.

**8. Emotional Authenticity and Vulnerability**

* **Detail**: Lorie Kleiner Eckert does not shy away from discussing her flaws, fears, and misunderstandings. This emotional authenticity adds depth and realism to her stories.
* **Benefit**: The vulnerability and honesty resonate with readers, making them feel less alone in their own struggles and imperfections.

**9. Broad Appeal Across Age Groups**

* **Detail**: The themes of the book—such as acceptance, happiness, aging, and family—are universal and relevant to a wide range of readers, from young adults to seniors.
* **Benefit**: The book appeals to diverse age groups, making it suitable for a broad audience.

**10. Motivational and Uplifting Content**

* **Detail**: As a motivational speaker, the author infuses her essays with uplifting messages and motivational content. The book encourages readers to find strength and positivity in their lives.
* **Benefit**: Readers seeking motivation and inspiration find the book uplifting and encouraging, helping them to foster a positive mindset.

By combining these unique selling points, "CHAI ON LIFE" offers a rich and engaging reading experience that resonates with a wide audience, providing both entertainment and valuable life lessons.

Top of Form

Bottom of Form

**Recent Comparables**

1. **Untamed** by Glennon Doyle (2020/978-1984801258): A memoir blending personal narrative with universal insights, exploring themes of self-discovery, authenticity, and embracing one’s true self.
2. **Maybe You Should Talk to Someone** by Lori Gottlieb (2019/ 978-1328662057): A candid memoir that combines personal growth and emotional insights with humor, Gottlieb’s work resonates with readers looking for both self-help and relatable life stories.
3. **Dusk, Night, Dawn: On Revival and Courage** by Anne Lamott (2021/ 978-0593189696): Lamott’s work captures reflections on finding hope and navigating life’s challenges with humor and warmth, a style that closely mirrors *Chai on Life’s* combination of inspiration, personal wisdom, and spirituality.

**Major Insights to be Drawn from *CHAI ON LIFE***

1. **The Power of Self-Acceptance**: Through personal stories, readers will learn that embracing who they are—flaws and all—is key to living authentically and with greater confidence. The book offers insight into how self-acceptance leads to healthier relationships and a more fulfilling life.
2. **Embracing Life’s Imperfections**: *CHAI ON LIFE* teaches readers that perfection is unattainable, and that finding peace and happiness lies in embracing life's imperfections. The essays encourage a "good enough is good enough" mindset, helping readers let go of unrealistic expectations.
3. **Resilience and Reinvention**: The book highlights the importance of personal growth and reinvention, especially during times of adversity. Readers will be inspired by Eckert’s stories of overcoming challenges, especially in the context of the COVID-19 pandemic, and find encouragement to evolve at any stage of life.
4. **Finding Joy in the Small Moments**: Eckert emphasizes the significance of finding joy and happiness in everyday moments, encouraging readers to be present and appreciate life's simple pleasures. Her reflections on family, love, and gratitude help readers reconnect with what truly matters.
5. **The Value of Gratitude**: Gratitude plays a central role in the book’s message, teaching readers how to cultivate a grateful mindset. The essays help readers focus on the positive aspects of their lives and the blessings they often take for granted.
6. **The Importance of Family**: Family is at the heart of *CHAI ON LIFE*. Through touching and humorous anecdotes, Eckert reminds readers of the essential role that family plays in shaping our identity and providing a support system through life’s ups and downs.
7. **Aging with Grace and Humor**: The book provides a refreshing take on aging, offering readers insights into how to navigate the physical and emotional changes that come with getting older. Eckert approaches aging with grace, humor, and wisdom, making readers feel more at ease with the aging process.
8. **Jewish Wisdom and Spirituality**: Interwoven with Jewish cultural and spiritual themes, *CHAI ON LIFE* introduces readers to concepts of faith, tradition, and spirituality. These reflections invite readers to explore how their own beliefs and cultural backgrounds shape their lives and perceptions.
9. **The Healing Power of Journaling**: Through her own experiences, Eckert demonstrates how journaling can be a therapeutic tool for processing emotions, navigating challenges, and gaining clarity. Readers will be inspired to explore journaling as a way to improve their mental and emotional well-being.
10. **Life as a Journey of Continuous Learning**: Finally, *CHAI ON LIFE* imparts the insight that life is a constant process of learning, growing, and evolving. Eckert encourages readers to approach life with curiosity, openness, and the understanding that wisdom comes from lived experiences, both good and bad.

**Praise for CHAI ON LIFE**

“A joyous, uplifting, and honest handbook for life that originates from kindness."

**—Simon Van Booy, Bestselling Author of *Sipsworth,* Eight Other Books of Fiction, and Three Anthologies of Philosophy**

“Lorie Kleiner Eckert offers readers a fresh perspective and a clearer lens through which to view their lives. Her essays flow with a conversational ease—brief yet filled with insights that linger long after reading. In fact, it's more accurate to say these essays encourage readers to reflect on their attitudes, problems, challenges, and gifts in refreshing and illuminating new ways.”
**—Rabbi Lewis H. Kamrass, Immediate Past President of the Central Conference of American Rabbis**

“Lorie Kleiner Eckert’s delicious CHAI ON LIFE is certain to give you a burst of thoughts, ideas, visions, and dreams—like a cup of chai, guaranteed to provide a boost of joy and energy that will fuel your day! I’m delighted to recommend it.”

**—Kathy Eldon, Author, Filmmaker, and Founder of Creative Visions, Which Supports Creative Activists Who Use Media to Inform, Inspire, and Empower Positive Change**

“*Chai on Life* is a unique treasure trove of heartfelt essays filled with much-needed inspiration, meaning, and universal appeal. Lorie Kleiner Eckert expertly weaves together keen observations from her personal life experiences and her expertise as an accomplished motivational speaker into a brilliant, relatable tapestry of bite-sized words of wisdom. I thoroughly enjoyed reading this book in a single sitting, but more importantly, I know I will turn to it often for meaningful reminders of how to walk through my day, making sense of the senseless and bringing joy to the big and little moments.”

— **Geri Kolesar, Acclaimed Children’s Author and Former Capitol Hill Legislative Aide, Known for *Dream by Dream: The Story of Rabbi Isaac Mayer Wise*, a Celebrated Work Introducing Young Readers to the Founder of American Reform Judaism**

“I laughed, I cried, I learned. *Chai on Life* by Lorie Kleiner Eckert makes the ordinary an extraordinary chance to embrace life’s happenings as moments to contemplate. Her stories demonstrate that life is an adventure from which we can all grow and improve. This charming, beautifully illustrated book is a perfect gift for birthdays and Mother’s Day. It’s a gift that will give back because it can lead to some terrific discussions.”

**—Ruth Nemzoff, Ed.D., is the Author of *Don’t Bite Your Tongue: How to Foster Rewarding Relationships with Your Adult Children* and *Don’t Roll Your Eyes: Making In-Laws into Family*, and is a Resident Scholar at Brandeis Women's Studies Research Center**

“I read *Chai on Life* on the plane and just finished it at home. I thought it was totally charming and poignant! I laughed out loud a number of times and enjoyed her clever use of words. Plus, there was so much I could relate to. She sounds like someone I would love to have as a friend. The woman behind me on the plane told me as we are getting off that she was peeping at some of the pages I was reading and thought it was a wonderful book! Overall, a really enjoyable and warm-hearted read!”

**—Cindy Pailet, Co-owner of Bonnie Brae Ice Cream, Denver, CO**

"Chai on Life is a heartfelt and personal book that offers comfort and wisdom in the spirit of my father, Morrie Schwartz, and his work."
—**Rob Schwartz, Editor of The Wisdom of Morrie and Morrie's son**

“In her *Chai on Life*, Lorie Kleiner Eckert seems the magical love child of two of my favorite essayists, Michel de Montaigne and Nora Ephron. Her charming, insightful, and unpretentious essays feel personal to us readers because she uses her own life as a lens to explore universal human truths. If you need any further incentive, just open to the Table of Contents, skim through the titles of her essays, and I guarantee you’ll be hooked.”

**--Michael A. Kahn, the Award-Winning Author of Fourteen Novels, Including *Bad Trust*and Ten Others in the Rachel Gold Mystery Series**

“The Hebrew word, *chai,* means live. Judaism is a way to live in the world. ‘I have put before you life and death, blessing and curse. Choose life….’ (*Deuteronomy* 30:19), In *Chai on Life,* Lorie Kleiner Eckert chooses to live. She intimately synthesizes her life lessons with vulnerability, compassion, and practical wisdom as timely as it is timeless. Her positive attitude gives a reader hope across topics from the mundane to the sacred.  Each chapter is a little gem to be taken daily with a dose of humility and an open mind.”

**—Cantor Alane Katzew and Rabbi Jan Katzew, Scholars in Residence in Jacksonville, FL**

**Ten Subjects Author Can Expertly Discuss in Interviews**

* **Personal Reinvention and Growth**
	+ Techniques and strategies for reinventing oneself at any age
	+ Personal stories of transformation, particularly during the COVID-19 pandemic
* **Self-Acceptance and Authenticity**
	+ The journey to accepting oneself and embracing authenticity
	+ Overcoming societal and personal challenges to live authentically
* **Finding Happiness in Everyday Life**
	+ Practical tips for discovering joy in daily moments
	+ The balance between accepting life’s difficulties and pursuing happiness
* **Family Dynamics and Relationships**
	+ Navigating complex family relationships and dynamics
	+ Stories of family love, support, and challenges
* **Aging with Grace and Positivity**
	+ Insights on dealing with the physical and emotional aspects of aging
	+ The importance of maintaining a positive mindset as one grows older
* **Jewish Culture and Spirituality**
	+ The role of Jewish traditions and spirituality in personal growth
	+ Cultural references and their influence on her writing
* **Humor and Lightheartedness in Writing**
	+ Using humor to address serious topics and engage readers
	+ The balance of humor and poignancy in storytelling
* **Motivational Speaking and Storytelling**
	+ Experiences and lessons learned from addressing over 22,000 people
	+ The power of storytelling to inspire and motivate others
* **Quilting and Fiber Art as a Metaphor for Life**
	+ How quilt designs reflect personal stories and life lessons
	+ The creative process of combining art with narrative
* **Writing Personal Essays**
	+ Tips and techniques for writing engaging and relatable personal essays
	+ The importance of vulnerability and authenticity in writing
* **Mental Health and Wellness**
	+ Discussing mental health openly and seeking help when needed
	+ Practical advice for maintaining mental wellness and resilience
* **Navigating Life Transitions**
	+ Coping with major life changes such as divorce, retirement, and loss
	+ Building a fulfilling life during and after significant transitions
* **Grandparenting and Intergenerational Relationships**
	+ The unique bond between grandparents and grandchildren
	+ Creating meaningful connections across generations
* **Balancing Professional and Personal Life**
	+ Managing a successful career while maintaining personal well-being
	+ Lessons learned from balancing multiple roles and responsibilities
* **Practical Wisdom for Everyday Living**
	+ Life lessons derived from everyday experiences and reflections
	+ The importance of small, consistent actions in achieving larger goals

By addressing these subjects, Lorie Kleiner Eckert can offer valuable insights and engage audiences with her rich experiences and thoughtful perspectives.

**Target Audiences for CHAI ON LIFE**

**1. Women Seeking Personal Growth and Self-Acceptance**

* **Description**: Women interested in exploring themes of self-acceptance, personal reinvention, and authenticity.
* **Content Appeal**: Essays on accepting oneself and others, personal transformation, and overcoming life's challenges.

**2. Older Adults and Seniors**

* **Description**: Individuals navigating the later stages of life, dealing with aging, and reflecting on their life experiences.
* **Content Appeal**: Sections on aging, reflections on family and relationships, and the idea of finding happiness and meaning in the later years.

**3. People Experiencing Life Transitions**

* **Description**: Those going through significant changes, such as divorce, retirement, loss, or becoming empty nesters.
* **Content Appeal**: Essays on personal reinvention, coping with loss, and practical wisdom for leading a fulfilling life during transitions.

**4. Families and Caregivers**

* **Description**: Family members and caregivers looking for relatable stories and advice on family dynamics, caregiving, and maintaining relationships.
* **Content Appeal**: Stories about family relationships, caregiving experiences, and the importance of family bonds.

**5. Readers Interested in Jewish Culture and Values**

* **Description**: Individuals interested in Jewish culture, values, and spirituality.
* **Content Appeal**: Essays referencing Jewish traditions, cultural sayings, and spiritual reflections, particularly in the sections on family and gratitude.

**6. Fans of Motivational and Inspirational Literature**

* **Description**: Readers looking for motivation and inspiration in their daily lives.
* **Content Appeal**: The author’s motivational speaking background, uplifting stories, and practical advice on living a positive and resilient life.

**7. Individuals Seeking Humor and Relatable Life Stories**

* **Description**: People who enjoy humorous and relatable anecdotes about everyday life.
* **Content Appeal**: The conversational tone, humorous reflections on personal experiences, and lighthearted take on serious topics.

**8. Grandparents and Grandparenting Enthusiasts**

* **Description**: Grandparents looking to deepen their relationship with their grandchildren and find joy in their role.
* **Content Appeal**: Stories about the author’s experiences with her grandchildren, insights on grandparenting, and intergenerational relationships.

**9. Women Reflecting on Their Roles in Society**

* **Description**: Women reflecting on their roles, both traditionally and in modern contexts, as mothers, daughters, and professionals.
* **Content Appeal**: Essays discussing the author’s experiences as a stay-at-home mom, her career reinvention, and her reflections on societal expectations.

**10. Readers Interested in Mental Health and Wellness**

* **Description**: Individuals interested in mental health, wellness, and self-care.
* **Content Appeal**: Essays on mental health topics, practical advice on self-care, and personal stories about overcoming emotional challenges.

By addressing these various target audiences, "CHAI ON LIFE" offers a broad appeal to readers seeking personal connection, inspiration, and relatable life stories.

**Five BISAC Codes for *Chai on Life***:

1. **SEL027000** - SELF-HELP / Personal Growth / Happiness
2. **FAM000000** - FAMILY & RELATIONSHIPS / General
3. **REL012120** - RELIGION / Inspirational
4. **BIO026000** - BIOGRAPHY & AUTOBIOGRAPHY / Personal Memoirs
5. **REL040080** - RELIGION / Judaism / General

**FOR IMMEDIATE RELEASE**

**Bancroft Press Announces the Release of Lorie Kleiner Eckert's New Book "CHAI ON LIFE"**

**Los Angeles, CA – September 4, 2024** – Bancroft Press is thrilled to announce the release of Lorie Kleiner Eckert's latest book, **"CHAI ON LIFE"**, set to hit bookstores nationwide in May 2025, just in time for Mother’s Day. This compelling collection of essays offers readers a heartfelt exploration of self-acceptance, personal reinvention, and the pursuit of happiness.

Lorie Kleiner Eckert, an acclaimed author, motivational speaker, and fiber artist, weaves together personal anecdotes with universal themes, creating a tapestry of stories that resonate deeply with readers of all ages. With her signature conversational tone and humorous reflections, Eckert transforms everyday experiences into profound life lessons.

**"CHAI ON LIFE"** delves into the complexities of family dynamics, the challenges of aging, and the spiritual journey of gratitude. Each essay is infused with warmth, wisdom, and vulnerability, offering practical wisdom and emotional authenticity that will inspire and uplift readers.

**Key Features of "CHAI ON LIFE":**

* Relatable and engaging stories that feel like heart-to-heart conversations
* Practical wisdom and actionable advice for navigating life's challenges
* A perfect balance of humor and poignant insights
* Themes of self-acceptance, personal growth, and finding joy in everyday moments

**About the Author:** Lorie Kleiner Eckert is a dynamic storyteller with four published books and two blogs. Her previous works, such as **"Get Quiet and Listen"** and **"With This Ring I Journey,"** blend personal stories with her unique quilt designs. A motivational speaker who has addressed over 22,000 people across 11 states, Lorie's engaging and inspiring messages resonate with audiences of all backgrounds. She resides in Cincinnati, where she continues to share her creativity and positivity through her writing and fiber art.

**Contact:** Bruce L. Bortz, Publisher
Bancroft Press
Email: bruceb@bancroftpress.com
Phone: (410) 627-0608

For more information about **"CHAI ON LIFE"** and to request a review copy, please contact Bruce L. Bortz at Bancroft Press.

**Note to Editors:** High-resolution images and interviews with Lorie Kleiner Eckert are available upon request.

**###**

#ChaiOnLife #LorieKleinerEckert #BancroftPress #NewRelease2025 #Memoir #SelfHelp #InspirationalBooks #PersonalGrowth #MotivationalBooks #EverydayWisdom #HeartfeltStories #FindingHappiness #FamilyDynamics #AgingGracefully #SpiritualJourney #JewishCulture #HumorInLife #AuthenticLiving #VulnerableWriting #WomenWriters #BookLovers #MustRead #LifeLessons #PositiveMindset #StorytellingMagic

**20 Possible Book Club Discussion Questions**

**Self-Acceptance and Authenticity**

1. In *Chai on Life*, Lorie reflects on embracing her introverted nature. What parts of yourself have you come to embrace over time, and how has that shaped your relationships?
2. How do the themes in “I Am Who I Am” challenge the notion of perfectionism in modern culture?

**Family and Relationships**

1. Which of Lorie’s stories about family resonated with you the most? How does it compare to your own family experiences?
2. Discuss the role of intergenerational relationships in the book. How have your relationships with younger or older generations influenced your perspective?

**Humor in Adversity**

1. Lorie often uses humor to deal with life’s challenges, such as her experience at the gym or reflections on aging. Share a time when humor helped you navigate a tough situation.
2. Why do you think humor is a recurring theme in her essays? How does it enhance the overall message of resilience?

**Jewish Culture and Spirituality**

1. How does Lorie’s Jewish heritage shape her views on gratitude and resilience? Are there parallels to your own cultural or spiritual practices?
2. Discuss the concept of “finding joy in sunbeams” mentioned in the book. What small daily joys bring you comfort and happiness?

**Personal Reinvention**

1. Lorie describes moments of reinvention throughout her life. Can you identify a time when you reinvented yourself? What sparked that transformation?
2. What advice would you give someone considering a major life change, inspired by Lorie’s essays on reinvention?

**Gratitude and Mindset**

1. Gratitude is central to Lorie’s philosophy. How do you cultivate gratitude in your daily life?
2. How does Lorie’s “gratitude tree” concept compare to other methods of expressing thanks? Would you incorporate this idea into your life?

**Aging with Grace**

1. Lorie’s reflections on aging balance humor with candor. How do you personally approach the idea of aging? What lessons would you share with younger generations?
2. In what ways does Lorie’s approach to aging challenge societal norms about getting older?

**Resilience in Adversity**

1. How do the essays shaped by the COVID-19 pandemic demonstrate resilience? What lessons can be drawn from these experiences?
2. Lorie’s story about her Israel trip with her granddaughter reflects her courage in the face of fear. How do you overcome personal fears, and what role does courage play?

**Self-Care and Balance**

1. The idea of “Good Enough is Good Enough” recurs in Lorie’s writing. How does this mindset help balance striving for excellence with accepting imperfections?
2. How does the concept of setting boundaries, as seen in Lorie’s interactions with family and friends, resonate with your own experiences?

**Life Lessons and Takeaways**

1. Which of the book’s essays inspired you the most, and why? How do you plan to apply the lessons to your life?
2. Lorie describes life as an ongoing journey filled with lessons. How do you stay open to new experiences and growth throughout life?

**Q&A with Lorie Kleiner Eckert, Author of CHAI ON LIFE**

**1. What inspired you to write "CHAI ON LIFE"?**

*"Chai on Life" was born out of my desire to share the lessons I've learned through my own life experiences. I wanted to offer readers a collection of relatable stories that reflect the ups and downs of life, and to show how maintaining a positive mindset can transform our reality.*

**2. Your writing is very personal and introspective. How do you balance vulnerability with the desire to inspire your readers?**

*I've found that being open about my flaws, fears, and misunderstandings allows readers to see me as a real person, not an idealized version. This authenticity helps build a connection with readers, showing them that it's okay to be imperfect and that they are not alone in their struggles.*

**3. Can you share a bit about the significance of the title "CHAI ON LIFE"?**

*"Chai" means "life" in Hebrew, and this book is very much about living life fully, embracing all its aspects—the good, the bad, and the in-between. It's about finding wisdom, joy, and resilience in everyday moments.*

**4. One of the themes in your book is personal reinvention. What advice do you have for someone looking to reinvent themselves?**

*Reinvention is possible at any age or stage of life. Start with small, consistent actions. As I mention in the book, "A little bit + a little bit = a whole lot." Take one step at a time, and soon you'll see significant changes in your life.*

**5. You talk about the importance of mindset in your prelude. Can you share more about this?**

*Mindset is crucial. In the prelude, I share a story about my grandson Jude, who changed his perception by simply putting on different colored glasses and seeing himself as handsome. This illustrates how changing our mindset can change how we perceive ourselves and our circumstances.*

**6. Family is a central theme in your book. How have your family experiences shaped your writing?**

*My family has provided a wealth of experiences and stories that have shaped who I am. Whether it's my relationship with my mother, my children, or my grandchildren, these connections are a significant source of inspiration and reflection in my writing.*

**7. How do you address the concept of happiness in "CHAI ON LIFE"?**

*Happiness isn't about having everything go perfectly; it's about finding joy in the midst of life's difficulties. As I write, "I’m happy! Quite frankly I find this astounding…and intimidating. It’s shocking because I thought happiness would be something different." Happiness is found in the small, everyday moments and in accepting life's challenges.*

**8. What role does humor play in your writing?**

*Humor is a way to lighten the load of serious topics and make my stories more relatable. It helps balance the emotional weight of the essays and adds a layer of joy to the narrative.*

**9. You discuss self-acceptance in your book. What was a pivotal moment for you in this journey?**

*A pivotal moment was when my dad acknowledged my need for quiet time, saying, “I think [you] should keep [your] apartment because [you are] the sort of person who needs lots of quiet time to [yourself].” This radical acceptance from him was the first step towards accepting myself as I am.*

**10. How has your Jewish heritage influenced your writing and perspectives in "CHAI ON LIFE"?**

*My Jewish heritage is deeply woven into my identity and therefore my writing. I incorporate cultural references, sayings, and values throughout my essays. For instance, reflecting on the concept of gratitude, I mention the tradition of finding reasons to be grateful even in challenging times.*

**11. What do you hope readers will take away from your book?**

*I hope readers will find comfort, inspiration, and practical wisdom in my stories. I want them to feel less alone in their struggles and more empowered to embrace their own journeys with positivity and resilience.*

**12. Can you share an example of a practical lesson from your book?**

*One practical lesson is from the essay "Good Enough is Good Enough," where I talk about not complicating things unnecessarily. Sometimes, sticking with what works and recognizing that perfection is not always necessary can bring peace and satisfaction.*

**13. How do you approach the topic of aging in your book?**

*I approach aging with a mix of humor, acceptance, and reflection. I discuss the physical and emotional changes that come with age and emphasize the importance of maintaining a positive outlook and adapting to these changes gracefully.*

**14. What was the most challenging part of writing "CHAI ON LIFE"?**

*The most challenging part was being vulnerable and honest about my life’s challenges. It’s not easy to share personal stories that reveal my fears and flaws, but I believe this honesty is what makes the book resonate with readers.*

**15. What's next for you as an author?**

*I plan to continue writing and sharing my stories. There’s always more to explore and more lessons to learn and share. I hope to keep inspiring and connecting with readers through my writing and speaking engagements.*

**Possible Media Questions for *CHAI ON LIFE’s Author***

**On the Themes of the Book:**

1. *CHAI ON LIFE* covers a range of deeply personal topics, from self-acceptance to family and aging. What inspired you to write about these specific themes, and how do they reflect your own journey?
2. One of the recurring themes in your book is the idea of personal reinvention. What advice do you have for women in our sisterhood who may be at a crossroads in their lives and considering reinventing themselves?
3. Your essays on Jewish values, traditions, and spirituality are woven throughout *CHAI ON LIFE*. How has your Jewish heritage influenced your outlook on life, and what role does it play in your writing?

**On Family and Relationships:**

1. Family is a central focus of many of your essays. Can you share a story from the book that particularly resonated with your readers, and what you hope they take away from it regarding family dynamics?
2. You write about your experiences as a mother and grandmother. How have these roles shaped your understanding of life’s challenges and joys? What wisdom can you share with those of us balancing multiple generations in our own families?
3. In *CHAI ON LIFE*, you reflect on the legacy of those who came before you. How do you hope your stories and lessons will impact your children and grandchildren, and do you have any traditions you hope to pass down?

**On Personal Growth and Reinvention:**

1. You’ve shared your own journey of personal growth and reinvention, particularly during times of challenge like the COVID-19 pandemic. What were some of the hardest lessons you’ve had to learn, and how have they changed you?
2. In one of your essays, you mention the phrase, "Good enough is good enough." Can you elaborate on how this mindset has helped you, and how other women can embrace this in their own lives to find peace and happiness?
3. How do you see the concept of happiness evolving as we grow older, and how does aging affect the way we experience joy?

**On Jewish Values and Culture:**

1. Your reflections on Jewish spirituality are both personal and profound. How do you think Jewish values such as gratitude, tradition, and resilience can guide us in today’s rapidly changing world?
2. In what ways do you hope *CHAI ON LIFE* contributes to ongoing conversations within the Jewish community, particularly among women?
3. You use humor to explore some serious topics in your essays. How does humor help you navigate life’s challenges, and why is it important to include it in discussions about family, aging, and faith?

**On Writing and Creativity:**

1. You’ve had a long and varied career as a writer, speaker, and fiber artist. How has your creative process evolved over the years, and what advice do you have for those of us trying to express our creativity in new ways?
2. What was the most challenging part of writing *CHAI ON LIFE*? Were there any essays that you found particularly difficult to write, and why?
3. As a motivational speaker who has addressed large audiences, how do you approach connecting with readers in a more intimate setting like this? How do you hope your stories impact each individual in a sisterhood or community?

**On Gratitude and Mindset:**

1. In your essay about gratitude, you write about finding reasons to be grateful even in difficult situations. What are some practices or habits we can incorporate into our daily lives to cultivate gratitude and resilience?
2. Mindset is key to many of the lessons in *CHAI ON LIFE*. Can you share a moment when shifting your mindset made a big difference in how you handled a personal challenge?
3. You emphasize the power of journaling as a tool for healing and reflection. What role has journaling played in your own life, and how can others use it to better understand themselves?

**Open-Ended Questions:**

1. What message do you hope readers of *CHAI ON LIFE* take away after reading your essays? Is there one overarching lesson or piece of wisdom you want to leave with us today?
2. How can we, as a sisterhood, support one another in our own journeys of personal growth, family life, and spiritual exploration?

**About the Author**

Lorie Kleiner Eckert is a dynamic author whose passion for words spans various mediums. With four published books and two blogs, she shares personal stories aimed at inspiring others. Her latest book, "Love Loss and Moving On," creatively intertwines memoir, unauthorized biography, and flights of fancy as she navigates her journey through loss using a crush on British actor Bill Nighy as a catalyst for healing. Her previous work, “I Need a Man’s Pants to Wash,” includes essays on being a single woman in mid-life. Her earlier books, “Get Quiet and Listen,” and “With This Ring I Journey,” blend personal anecdotes with her unique quilt designs, symbolizing her multifaceted storytelling approach.

Beyond her written endeavors, Lorie is also a captivating motivational speaker. From 1994 to 2004, she addressed over 22,000 people across 11 states, combining her inspirational words with a visual showcase of her quilts. Her talks, which range from self-acceptance to embracing life's journeys, are imbued with the same warmth and wisdom found in her writing. This dual approach of spoken and quilted words underscores her belief in the power of storytelling to teach and inspire.

A proud mother of three and grandmother of ten, Lorie currently resides in Cincinnati. Her life’s journey has taken her from St. Louis to San Diego and Los Angeles, enriching her perspective and creative output. Whether through her Etsy shop showcasing her fiber art or her engaging social media presence, Lorie continues to spread her message of positivity and resilience, encouraging others to find and embrace their own stories.