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**Scrapbooking Store in Massachusetts Receives National Small Business Award**  
*Life's Memories & More gets crafty with philanthropy and takes the 2016 Indie Award*

**VIRGINIA BEACH, Va.** – During a season when giving is top of mind, 2016 [Indie Award](#) recipient, [Life's Memories & More](#) in Palmer, Mass., not only provides a haven for crafters to foster creativity with hands-on classes and crafting events but takes pride in supporting many causes. Annually, the national small business movement [Independent We Stand](#) recognizes the top small business in the country, through the Indie Award.

For this year's winner, charitable efforts include supporting military troops through "[card crafting](#)" and raising breast cancer awareness through the [Pink Scarf Project](#). Family connections to both causes keep them at the forefront of these philanthropic efforts — the owner's mother is a 31-year cancer survivor and her brother is a retired Marine who served in Desert Storm. But it's her customers who do all the heavy lifting.

"We've created this community of crafters that also want to participate when we are making pink scarves for breast cancer survivors, crafting cards for our service members, collecting for a Boy Scout food drive or stuffing boxes for our military deployed overseas," explained Tanya Bullock, owner of Life's Memories & More. "It's just amazing to me this community of people that have come together under the umbrella of Life's Memories and More."

Little did Bullock know when she opened her store a decade ago, her passion for scrapbooking would spill over into a full-time career supporting so many successful charitable initiatives. With the help of her customers, Bullock has sent more than 35,000 mostly handcrafted greeting cards to our troops since 2009. Since 2007, her customers helped raise more than \$11,500 for the [Rays of Hope Foundation](#) and also donated more than 200 handmade pink scarves to the Pink Scarf Project.

"Every year, we are inspired by the community support that nominees receive from across the country. We couldn't be more pleased to recognize Life's Memories & More as the Indie Award winner for 2016," said Bill Brunelle, co-founder of Independent We Stand. "The shop is a perfect example of how independent businesses impact their communities through unique products and services but also through philanthropy. The store's support of our troops and multiple community programs, along with efforts to collaborate with other independent businesses, exemplify the spirit and strong benefits of small businesses to all of us."

Life's Memories & More will receive prizes with a combined value of more than \$10,000, including:

- \$5,000 grand prize

# INDEPENDENT WE STAND™

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- \$1,000 STIHL equipment certificate. [STIHL](#) products are sold exclusively through local, independent servicing dealers and support more than 9,000 STIHL dealers in communities nationwide.
- “Small Business Web Starter Package” from independent web design firm – [The Meridian Group](#)
- Three days/two nights stay at an independent beach resort in Virginia Beach, Va. (valued at \$1,000)
- Plaque to display at winner’s business
- Public relations and social media recognition

The ten submissions that received the highest number of public votes online were deemed finalists. The winner of “The Indie” was chosen by a panel of contest judges.

The top 10 semifinalists, in alphabetical order, are:

- [Artsy Fartsy](#) an art gallery in Carson City, Nev.
- [Bonlife Coffee](#), a coffee roaster in Cleveland, Tenn.
- [Children's World](#), a uniform supply company in Sarasota, Fla.
- [From My Shelf Books & Gifts](#), a new and used bookshop in Wellsboro, Pa.
- [Fuzzy Goat](#), a yarn shop in Thomasville, Ga.
- [Hipp Modern Builder's Supply](#), a hardware store in Mountain View, Ark.
- [Life's Memories & More](#), a scrapbook store in Palmer, Mass.
- [Miss Ellie's Delights, LLC](#), a bakery in Norfolk, Va.
- [Surviving Sisters' Boutique](#), a clothing boutique in Hyde Park, N.Y.
- [The Bookshelf](#), a bookshop in Thomasville, Ga.

Both the quarter and semifinalists for this year’s Indie Award will receive an Independent We Stand [Premium Membership](#).

To learn more visit: [www.IndieBizAward.com](http://www.IndieBizAward.com) or [www.independentwestand.org](http://www.independentwestand.org).

## **About Independent We Stand**

Independent We Stand is a movement of independent business owners across the country to inform their communities about the importance of “Buying Local” and how these efforts bolster their local economy. This movement supports all local and national causes committed to boosting local economic development projects. The Independent We Stand movement is co-sponsored by [STIHL Inc.](#) and [FCA US LLC](#). Associate sponsors include [PPG Pittsburgh Paints](#), [Do it Best Corp.](#) and [Tire Pros](#).

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