

For Immediate Release

The Family vs. Career Decision

Author Julie Lenzer Kirk has the solution!

Women have long struggled with the decision on whether to pursue their career goals and dreams, or raise a family. Having to choose between one and the other has left many with regret and remorse not to mention guilt. Do I take time off to raise my children and risk stalling my career? Do I go back to work and feel like I am missing out time with my family? How do you choose between the two?

Author and award-winning entrepreneur Julie Lenzer Kirk takes the question out of the equation, and proves parents can be successful in both business and parenting. Julie shares her solution, her personal story, and the stories of other successful ParentPreneurs in her upcoming book “[The ParentPreneur Edge: What Parenting Teaches About Building a Successful Business.](#)”

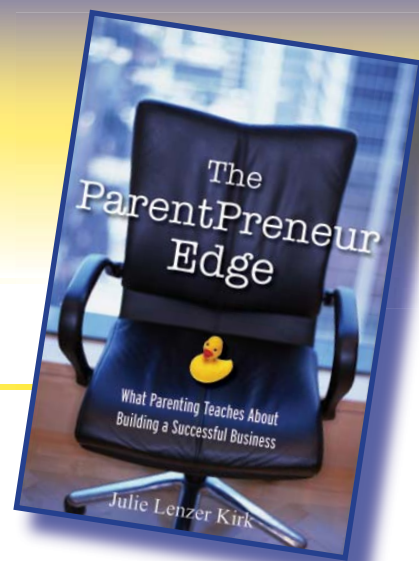
Many of the entrepreneurs interviewed for the book cited this dilemma over choice as the catalyst that drove them to start their own company. Their success shows that business ownership is an ideal option for people who refuse to give in to the pressure of parental discrimination and instead choose to create their own reality where they can find balance between work and family.

Providing solid business advice through parenting parallels, readers can learn how to take control of their future by starting, growing, and running their own business. By using familiar analogies, Kirk makes business concepts, from starting a business, to growing it and finally exiting it, accessible to anyone who has been a parent or part of a family giving them the tools they need to break through the barriers of bias. After reading this book, parents or prospective parents will realize they will never need to choose between their careers and their families again.

About Julie Lenzer Kirk

Julie Lenzer Kirk is an award-winning entrepreneur and mother of two. She grew her business to multi-millions in revenues while raising her family. She cashed out of her company after selling to a business partner and now teaches entrepreneurship at the University of Maryland, writes a column for *Enterprising Women* magazine, and is the entrepreneurial “Ask the Expert” on Working Mother Magazine’s website. She is a sought-after speaker on topics of entrepreneurship, business management and leadership, and balancing work and family.

Julie@JulieLenzerKirk.com



contact: Nan Sherman
nan@JulieLenzerKirk.com
Office: 301.916.5126
Cell: 301.442.6077

The ParentPreneur Edge

In bookstores June 22, 2007

www.JulieLenzerKirk.com