

Farmer's Hat Productions



Bur Bur and Friends™
create the right conditions for a child's mind to bloom

There's an old adage that says that the best ideas start as a sketch on a cocktail napkin. These days, with women-owned businesses growing at nearly twice the rate of all businesses, the best ideas often begin with a conversation on a bench at the playground.

JoAnne Pastel and Kacie Fitzsimmons became friends long before their bi-racial boys were born. While their sons played, Pastel and Fitzsimmons talked about the shortage of books and toys that truly reflected the diversity of contemporary culture. Inspired by their two boys, the moms created Bur Bur and Friends™ (*burburand-friends.com*), a line of colorful, engaging books and products to help kids cultivate their natural talents through sports, outdoor exploration and active play.

"When my son was little, he wore a farmer's-style bucket hat pulled down low over his eyes," Pastel says. "We named our company Farmer's Hat Productions because just as a farmer's hat provides growing seeds with shelter from the sun and rain, our products create the right conditions for a child's mind to bloom."



Like water for tiny seeds that grow into mighty plants, *Bur Bur and Friends* books and toys help children flourish.