

## Elaine Boyle

### *Pip and Pumpkin*

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Having experienced the devastation of two miscarriages, and the sheer joy that two healthy children bring, Elaine understands the need to feel connected to others in good times and bad.

Something as simple as having someone to talk to in your moment of need can make all the difference and so Elaine allowed herself to heal by starting a coffee morning for parents once a fortnight in a local cafe.

She became heavily involved in the local support community and, while on bedrest during her fourth pregnancy, she was inspired to create a baby and nursery store like no other.

Based on Austin Friar Street, Mullingar, Co Westmeath, Pip and Pumpkin stock practical products like pregnancy support wear, nursery equipment and a range of giftware.

But what sets Elaine's store apart is the information and support on offer. Elaine enjoys building a repertoire with her customers and has a section dedicated to leaflets and posters advertising local baby and pregnancy-related activities, as well as support groups.

Pip and Pumpkin started off well in May 2017, but after a quiet November Elaine was worried about the future.

Fellow ACORNS participants encouraged Elaine to stay positive and helped her to come up with some fresh ideas. She now stocks famous international brands as well as unique Irish products, including items created by other ACORNS participants and business is booming.

Elaine has already organised one successful pregnancy event with expert talks, giveaways and goodie bags.

She's aiming to make this a quarterly event and she's also planning to have a big baby fair in the Midlands early next year.

***Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.***



An Roinn Talmhaíochta,  
 Bia agus Mara  
 Department of Agriculture,  
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