



julie cole

Julie Cole is the face of Mabel's Labels. And why wouldn't she be? With five children born over a span of seven years she is an expert when it comes to kids and organization.

Born and raised in Burlington, Ont., Julie attended the University of Waterloo and went onto graduate school at New York University where she met her husband Simon. Next it was law school abroad and marriage and the baby carriage (three to be exact) soon followed.

When her eldest son, Mack, was diagnosed with autism at age three, Julie committed herself to his intensive therapy program and to educating and increasing awareness about autism among her family and friends as well as with the public. It continues to be at the top of her agenda and she recently partnered Mabel's with *Autism Speaks*.

Back in Canada, the family grew to add two more and now includes: Mack (9), Posy (7), Spencer (6), Jessamy (3) and Clancy (2). Julie quickly realized the law books would have to be shelved and the search for a family-friendly and flexible career began. After bringing together a group of women from her pre-kid days (all family) and pitching her idea - Mabel's Labels was born.

Julie raises her family, advocates for autism-related issues and keeps Mabel's on the map. She writes a popular parenting blog and regular columns for parenting e-newsletters including: *YummyMummy.com*, *Wee Welcome*, *Life with Kids* and *Canadian Parents*. Julie has also joined the public speaking circuit and presented for the Canadian Marketing Association and the International Camping Conference. Her speaking gigs have also landed her media appearances including *Canada AM*, *Breakfast Television*, *Metro Morning* and *The Mom Show*.

Even with all of that, nothing gives Julie more satisfaction than knowing the work she does lets her connect with other mothers - after all, it's what the heart of Mabel's Labels is about.



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