



## **Kris Laroche**

Kris Laroche is the Founding Director of the Natural Parenting Center and Co-creator of Feeleez. She has been working with children and parents since 1991 and is passionately dedicated to raising consciousness in the world about honouring children and supporting the awe-inspiring efforts of parents willing to walk this less travelled and sacred path where our connection with children is primary.

Kris' work began as an alternative educator with children from Kindergarten to grade 10, primarily in multi-age, theme-based, non-traditional classrooms. Kris completed a Bachelors of General Studies with a focus on Education and Psychology as well as a Masters Degree in Environmental Education. She co-founded and taught a program for high school students in the interior of British Columbia which blended academics with wilderness adventures and studies. Kris was an Outward Bound instructor and Course Director, Ski Patroller, and Manager of a University Outdoor Program. She has been with children and adults rock climbing, ice climbing, winter camping, backcountry ski touring, whitewater canoeing and backpacking.

She holds a professional teaching certificate as well as a Professional Life Coach certification with the Coaches Training Institute. Before creating the Natural Parenting Center, Kris was a Senior Associate for the Refinery Leadership Partners in Vancouver, BC working with clients such as Toyota and Johnson & Johnson. She left the corporate life because she wanted to be at home full-time with her children.

Most important of all, Kris is mama to two extraordinary children. All of the other credentials and qualifications mean so little relative to this. Every day is an adventure: impossible, heart-wrenching, and beyond beautiful. Learning to listen to heart and intuition instead of recycling the unquestioned beliefs from the past where children are diminished, that is what makes parenting more than something we DO, but an entire way of being. This is what stirred the Natural Parenting Center into existence and the creation of Feeleez.

During naps and after kids go to bed, Kris writes, collaborates with her partners Natalie and Nathan on workshops or new products or parenting ideals, studies nonviolent communication, prepares Feeleez shipments, or joyfully connects with other parents for consultations via email. That's when she's not snatching precious moments with her husband, folding laundry, doing dishes, or falling asleep.

Kris can be reached at [kris@feeleez.com](mailto:kris@feeleez.com)