



## **FOR IMMEDIATE RELEASE**

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### **Prehistoric Souvenir Inspires 9 Year Old Girl and Her Dad to Start Their Own Business**

Morgan McGrail is used to her father bringing home souvenirs from faraway places while traveling on business. However, the one he brought home from Saskatchewan, Canada last year topped them all ... dinosaur poop certified to be over 66 million years old.

This particular keepsake grabbed her attention as Morgan's Dad, Michael explained that it came out of a living, breathing and sweating dinosaur. Approximately one week later, Morgan and her Dad were on a conference call with Scott Goddard, the collector and seller of the Paleo Poop in Canada, discussing the potential of marketing it in the USA.

Across the year, Morgan and her Dad developed a business plan for Paleo Poop from gathering information on the ancient dung "officially" called "coprolite" to identifying potential retail outlets for their one-of-a-kind prehistoric specimens.

Today, the McGrail Daughter and Father team recently launched their new Paleo Poop product line at the one of the most prestigious natural history museums in the world -- The Academy of Natural Sciences in Philadelphia. Each can of Paleo Poop requires a great deal of hands-on attention. The cans are individually wrapped, a trophy stand is assembled and the remaining components including the coprolite and certificate of authenticity are inserted and sealed with a clear window lid.

Dad McGrail recalls that Morgan even conducted some market research among her school mates to determine which version of the Paleo Poop they preferred – one with the coprolite nestled in natural moss or with a hand-made trophy stand. "Of the 27 kids in my class, 25 picked the trophy stand" states Morgan. "It costs us more money to make compared to the natural moss but I think it's worth it" says Morgan.

Morgan and her Dad, aka the "Dinosaur Manure Entrepreneurs" have been invited to showcase their Paleo Poop at The Academy of Natural Sciences annual Dinosaur weekend long event "Paleo Palooza" on February 13<sup>th</sup> and 14<sup>th</sup>. "Morgan and I appreciate all the support the Academy has given us, states McGrail. "Without it, the one piece of coprolite I bought home for Morgan may have ended up in a sock drawer never to see the light of day again."

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