



Christie Welch

Pressed & Unstressed: Empowering Change, One Load at a Time

SUBMITTED BY CHRISTIE WELCH, OWNER OF PRESSED & UNSTRESSED
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In a world that often feels too busy to keep up with everyday tasks, Pressed & Unstressed Laundry is more than just a service- it's a lifeline for individuals and families in Louisville, offering a much-needed solution to the daily burden of laundry. Founded by Christie

Welch, this local business is making waves not only for its exceptional service but also for its powerful mission to create lasting social change.

Christie, a Louisville resident and passionate advocate for empowerment, is no stranger to overcoming adversity. With a Master's degree in Non-Governmental Organization Management from Johns Hopkins University, she has spent much of her life working toward social impact. Her personal journey has shaped the way she approaches business: with a deep commitment to uplifting marginalized communities, especially Black women and women of color who have faced domestic violence and hardship.



A BUSINESS BUILT ON RESILIENCE AND PURPOSE

Pressed & Unstressed Laundry was born from Christie's own experience navigating personal challenges. During the pandemic in 2020, she faced not only the isolation brought on by global events but also the stark realities of domestic violence. In this difficult time, she found solace in the simple act of doing laundry—a routine task that offered a moment of peace. That realization sparked the idea for a business that would not only offer convenience but also serve as a pathway to healing and independence for others.



My business is deeply personal," Christie shares. "It's not just about laundry. It's about providing women with a way out of the situations that keep them trapped. When you choose our service, you're not just outsourcing a chore. You're helping someone rebuild their life."

LAUNDRY WITH A PURPOSE

Pressed & Unstressed is a pickup and delivery laundry service serving individuals, families, and small businesses throughout Louisville. In addition to traditional laundry services, it also provides house cleaning, nanny services, and linen support for Airbnb hosts and local companies. Each offering is designed to bring ease to clients' lives while creating opportunities for women overcoming hardship.

What sets Pressed & Unstressed apart is its mission-driven model. The company provides stable, supportive jobs for Black women and women of color who have experienced domestic violence or other challenges. With each job created, the business helps women find financial stability, community, and a renewed sense of purpose. This work would not be possible without the dedication and strength of its staff-women who show up every day with resilience, compassion, and commitment to the work they do together.

"We're building more than a team," Christie explains. "We're building a sisterhood—a space where women feel supported as they work toward new goals. Every task we complete helps create a foundation for someone's future."



A COMMITMENT TO THE LOUISVILLE COMMUNITY

At Pressed & Unstressed, the community is at the heart of everything it does. The company is actively involved in local efforts to support women in transition, partnering with domestic violence organizations and other grassroots initiatives that share its values. Christie's background in social entrepreneurship fuels her vision for long-term impact—using business as a vehicle to support and strengthen her community.

In addition to helping busy professionals, families, and small businesses reclaim their time, the company contributes to the city's economic well-being through job creation and service partnerships. When clients choose Pressed & Unstressed, they support more than a business— they participate in a movement that helps make Louisville stronger.

A WORD OF ADVICE

Christie's advice to residents? Don't be afraid to delegate the tasks that drain your time and energy. "Time is one of our most valuable resources," she says. "Outsource tasks like laundry and cleaning to give yourself more time for what really matters— your family, career, and personal well-being."

She also encourages aspiring entrepreneurs to move forward, even if the path isn't perfect. "Don't wait for the right moment. Start with what you have, stay passionate, and the rest will follow."

A BUSINESS THAT MAKES A DIFFERENCE

Pressed & Unstressed is more than a laundry service—it's a vehicle for empowerment, community connection, and lasting change. Choosing its services means more than checking a task off a list—it means investing in women who are reclaiming their lives and building toward a brighter future.

Alicia Hall, the publisher of this magazine and a satisfied client, shared her own glowing review: "Christie and her team are amazing. I have used her for cleaning services and nannying my special needs son. It is difficult to find people you trust, and Christie has always gone above and beyond for me and my family. Great communication, and quick turnaround. Not only is the service top-notch, Christie always has the biggest beautiful smile on her face. She is amazing and is such a blessing in my life. "

Christie wanted to make sure she said a special thanks to Krista Gwynn, Director of Operations and longtime anti-violence advocate, for her leadership and unwavering support.

Pressed & Unstressed is built on sisterhood—and through that sisterhood, Christie is building this business, one meaningful step at a time.

For more information on how Pressed & Unstressed can help simplify your life while making a difference, call (502) 319-0993, email info@pressedunstressed.com, or scan the QR code.



*Together, we can create a stronger, more empowered
Louisville— one load at a time.*