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# THE MIX



**Inside »** Plants make decisions in real time. So, are they intelligent? **D5** | There's only one prerequisite for reading the late master of short stories. **D4**



## Delivering 'joy through stories'

LitJoy Crate — started in a Utah garage in 2016 — has put its stamp on a hot market for bookish subscription boxes.

**By PALAK JAYSWAL**  
*The Salt Lake Tribune*

When Kelly Dearth and Alix Lewis Burrows connected at a blogging conference eight years ago, they hit it off immediately. "It was a really interesting, almost spiritual, moment where we both felt like we'd known each other forever, but I barely, barely knew her," Dearth said of the meeting. "But we just talked about books nonstop."

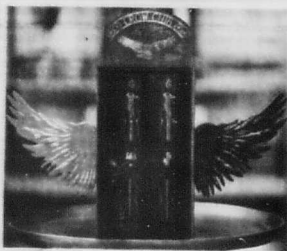
The two first met in a book club that Dearth, who lives in Highland, founded almost 20 years ago. It still meets monthly. "My book club was a blog at the time," she said. People wanted to follow along with the

club's activities, Dearth said, because "we would pull out all the different references within the book to create menus, powerpoints, giveaways and quizzes" to share online.

Both women say they've been big readers and writers since they were young. Lewis Burrows, who also lives in Highland, was creating content at the time for such businesses as Home Depot and Vivint.

As they talked about books — the works of Sarah J. Maas was a particular favorite for both women — Dearth pitched the notion of creating a book subscription box service, monetizing the idea of a "book club in a box."

*Photos by LITJOY CRATE, D2*



*PHOTOS BY RICK EGAN | The Salt Lake Tribune*

**Above »** Kelly Dearth, left, and Alix Lewis Burrows, co-CEOs of LitJoy Crate, are shown in the lobby of their business in Lehi on April 17. **At left »** Items offered by the subscription book service.

## Utah couple got divorced, and then competed together on 'Race to Survive: New Zealand'

Imagine competing in "Race to Survive: New Zealand" — fighting your way across 150 miles of "deceptively beautiful" terrain in what the USA Network calls "40 days of hell" in brutal conditions, trying to beat eight other teams and win \$500,000.

Now imagine that your partner is the spouse you just divorced. Which is exactly the case for Salt Lake City residents Creighton Baird, 34, and Paulina Pena, 31. "It's so wild how we ended up doing the show together," said Baird.

They applied to be on the show months before they decided to end their marriage. Then, four days after their divorce was finalized, they got a call from producers with the news that they'd been cast as



*David Allen / USA Network*  
Paulina Pena and Creighton Baird, who used to be married to each other, compete on "Race to Survive."

contestants. A few weeks later, they were in New Zealand as a team.

Why would you want to compete with your oh-so-recent ex-spouse?

"When somebody's offering you half a million dollars to do something that you think you're pretty dang good at already... it's really hard to say no," Baird said.

Pena agreed that it was "a no-brainer for both of us," but admitted, "There were definitely times when we questioned it." As did pretty much everyone close to them. The initial response from "every single person" in their family and friend group "was 'Why?' ... This is a terrible idea," she said. "And, 'Are you guys crazy?'"

*Photos by RACE TO SURVIVE, D3*



**SCOTT D. PIERCE**  
*On Television*



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