

# MEET BECK

## *The Serpent's Key*

| By Noël Soisson

As the cooler temperatures signal the return of fall and the spooky season, make sure to check out one of downtown Hanover's newest businesses with plenty of positive energy, The Serpent's Key Shoppe and Sanctuary.

Owned and operated by Beck Lawrence, The Serpent's Key offers a variety of vendors and items in the metaphysical realm as well as services, including tarot readings. As an experienced tarot card reader, Beck offers several types of readings, including her popular "Cosmic Check-In".

Beck encourages everyone to "come on in"! The shop, as the name suggests, is meant to be a sanctuary for anyone looking to connect with their spirituality on a deeper level. She primarily caters to alternative, Earth-based spiritual paths, but everyone is welcome. Beck hopes to create a sense of community among her customers and the people of downtown Hanover. She already features several local vendors and artists in her shop and has collaborated with Blue Bird Tattoo Studio, Ghouls and Grinds, and Cultivated Essentials Co.



Beck first fell in love with witches and “anything spooky” as a child through Scooby Doo. Her interests led her to conduct her own research on Wicca and other spiritual practices, which allowed her to find herself and create her own peace. In 2020, the pandemic pushed her to create a TikTok platform where she shared her knowledge and practices with over 175,000 followers without having to leave her home. She dedicated herself to posting videos for 366 days straight, which gave her a following for online sales, tarot readings, and merchandise. Through the support of her viewers and customers, she was able to open her own brick and mortar storefront this past July.



# THE SERPENT'S KEY SHOPPE AND SANCTUARY

*Please note that all tarot services  
are for entertainment purposes only.*

8 Baltimore Street, Hanover, PA 17331

Monday - Saturday 10am-6pm

Sunday 11am-4pm

Closed Tuesday

[theserpentskey.square.site](http://theserpentskey.square.site)

[theserpentskey@gmail.com](mailto:theserpentskey@gmail.com)

717-382-8716



JOIN BECK FOR HER OFFICIAL GRAND OPENING AND RIBBON CUTTING CEREMONY AND CELEBRATION ON OCTOBER 28TH STARTING AT 10AM. THE SHOP WILL OFFER A NUMBER OF ACTIVITIES AND WILL HIGHLIGHT THE GOODS AND SERVICES OFFERED. THE DAY WILL ALSO INCLUDE A CELEBRATION OF SAMHAIN (AKA HALLOWEEN) AND BECK WILL BE COLLECTING DONATIONS FOR FELINE SOLUTIONS INC., AND WILL HAVE A CEREMONIAL CIRCLE TO BLESS THE SANCTUARY.

Beck moved to Hanover in 2019 and lives right in the downtown district, making her commute an easy one. Her passion for her store and merchandise is evident as she greets you enthusiastically at her front door. She hopes to be an educator for those wanting to learn more about the metaphysical world. "Come talk to me", she says, as she hopes to dispel any fears about witches or tarot.

If the metaphysical world isn't of interest to you, she also offers items for aromatherapy, candles and bath products, as well as crystals and wholistic wellness items. In the future, she hopes to be able to offer classes and make her own herbal products. She also aims to "be there for her fellow man" in general by offering some value to everyone she encounters, regardless of their spiritual path. ■

