

For Immediate Release



Old guy gets laid off from tech company right before promotion and resurrects a publication that celebrates bad luck and bumbling

The Hapless Times asserts that any clod can muddle through life and it's healthy to laugh at our misadventures; publication also donates money to people who suffer serious calamity

[San Clemente, Calif, August 29, 2026] Ed Mauss was thrilled to get the news in December of 2024 that his group VP had approved his promotion at the enterprise software company where he was working as a senior marketing content manager in the Global Growth Marketing Group. “After four years of killing it at my job at ServiceNow, I would soon be a director,” he recalls. “I looked forward to the announcement in January of 2025.”

The announcement never came. What did (in mid-January of 2025) was an invite to a Zoom call from a senior VP, during which Mauss was informed that he and most of his group was getting the heave-ho. “After processing the initial shock of this development, I had the fleeting thought that this would’ve been a great story for the *Hard Luck Gazette*,” says Mauss.

A Treasure Trove of Bumbler Stories

In 1993, when Mauss had a day job in PR for an automotive company, he had launched a homespun publication – *The Hard Luck Gazette*. “My goal was to unite clods of the world and encourage otherwise circumspect folks to share their foibles,” remembers Mauss.

The printed newsletter, which garnered a good deal of [news media attention](#), presented hilarious brief accounts of people from all walks of life who chose to laugh about their misadventures instead of hide them. “It was never meant to ridicule or disparage people,” says Mauss. “Rather, it was sort of a self-deprecation club.”

Among the stories Mauss published during the five-year run of *The Hard Luck Gazette*:

- A naked man's dangling appendages are attacked by his kitten when he stoops under the sink to fix the garbage disposal.
- A preacher forgets to shut off his wireless microphone after a sermon and his congregation hears the sounds of his restroom visit.
- A woman is pulled over with four other motorists for an illegal right turn; as she is leaving, with just a warning, she backs up accidentally and runs over the cop's bike.
- During a doctor’s backyard party, his dog kills a skunk and drops it in the middle of the buffet table.

The Hapless Times Rises From the Ashes

In August of 2026, Mauss decided it was time to resurrect the *Hard Luck Gazette*, but re-brand it as *The Hapless Times*. This month marks a full year of publishing weekly stories, including many

misadventures from the life of Mauss, who's no stranger to miscues and bumbling himself. For example, he recounts the times when he:

- let a ravenous dog scuttled his marriage proposal
- inadvertently pimped out a co-worker
- rolled a van on his last day of work
- allowed a stranger to stick her finger up his butt for 10 minutes
- shat his pants while being arrested
- unwittingly worked for a porn vendor
- turned the lights off on a CEO during a company meeting

Helping the Truly Unfortunate

Like its predecessor, *The Hapless Times* regularly donates a portion of proceeds from subscription dues and other income streams to organizations that serve the needy, especially children who are suffering by no fault of their own. Subscribers and other fans of *The Hapless Times* suggest causes they find worthy of support. "While most of us can laugh about our minor miscues, there are those among us who are genuinely disadvantaged or in distress," says Mauss.

Mining Gold for Other Purposes

Besides publishing lighthearted stories in *The Hapless Times*, Mauss sees myriad other ways to use the content. "I am sitting on a goldmine of hilarious anecdotes that I can repurpose for the benefit of humankind," he insists.

Mauss sees value in sharing his content through:

- public speaking engagements to inspire audiences to persevere despite life's mishaps
- syndication for businesses to use humorous, relatable stories in marketing communication
- licensing agreements with creators of TV shows and films to entertain the masses

"I am counting on news media outlets to help me spread the word and save the world from fruitless, existential dread!" proclaims Mauss.

Learn More:

- Find out [more details](#) about the ways *The Hapless Times* can uplift humanity.
- Get [the full backstory](#) on the inspiration for the launch of *The Hapless Times*.
- See the [collection of stories](#) in *The Hapless Times* so far.

CONTACT:

Ed Mauss, Chief Bumbling Officer and Publisher

Email: ed@ed-mauss.com

Phone: 949-633-0100