



September 2025

Dear Friends,

When I was growing up, September was the official "back-to-school" month. We hope everyone's new school year is off to a great start! Unfortunately, there's been some traumatic situations right from the start for kids headed back to school this year. In the Texas Hill Country, a school bus carrying elementary students flipped over due to poor road conditions following the severe flooding in July. In California, two soccer players that played for the SoCal Reds and their family members were in a fatal car crash after one of the first games of the season. There was also a tragic shooting at Annunciation Catholic School in Minneapolis, while kids and families were at mass on their first day back to school. It's been a rough start, but we were able to provide Comfort Cubs in each of these cases.

September was also National Suicide Prevention Month. This is a topic that The Comfort Cub cares deeply about and has supported annually through various events. This year we provided Cubs to the

San Diego Center for Children for at-risk youth and Monte Vista High School's Mental Health Summit for suicide prevention support.

Finally, October is National Pregnancy and Infant Loss Awareness Month. We would like to invite you to join us on October 15th at our annual Wave of Light Event here in San Diego (sign up link below), or find one in your local area. Let us know if you would like Comfort Cubs at your local Wave of Light event.

We hope everyone has a safe and healthy fall season and school year. We are so grateful for your continued support!

Warmly,

Marcella

Paying it Forward

During the first week of school in Leander, Texas, a school bus carrying 46 elementary students rolled over. This was the same area affected by the horrific July 4th floods. A local teacher who had received one of our Cubs for her daughter after the floods, reached out to us and wanted to help cover the cost to send Cubs to the students impacted by the bus crash at their neighboring school. We were touched by this teacher who wanted to pay it forward and bring comfort to her community through the Comfort Cub.



Healing in Memory of Mina & Jacob

In Southern California, a family was involved in a fatal car accident at the start of the new school year. Mina Sabet, Jacob Labib and two family members were on their way back from a soccer tournament when the accident occurred. Some of our caring and generous donors reached out and made sure every member of the SoCal Reds EA 2011 team would receive a Comfort Cub in memory of their team mates. We had the opportunity to meet with the families, the coach, and team members to hand-deliver the Comfort Cubs to them. We do not



always have the chance to do this personally, but when we do, it is a very meaningful experience to see how much the Comfort Cub brings support and love to family and friends who have experienced a significant loss in their lives.



Suicide Prevention Awareness Month

September was Suicide Prevention Awareness Month. It is a crucial time for us to elevate conversations about mental health, reduce stigma and highlight the resources available to those in need.

We are thrilled to share that we recently had the privilege of donating Comfort Cubs to two incredible organizations, dedicated to the mental well-being of young people. This month we provided Cubs to the San Diego Center for Children, who provide mental health services for underserved and at-risk youth in our region. These Cubs will be used as a therapeutic tool for children and families navigating metal health challenges.

Donate Now

Through our collaboration with the Suicide Prevention Council and amazing author and TEDx Speaker, Armand King, we were invited to participate in the Monte Vista High School Mental Health Summit. We provided Comfort Cubs to students as a source of support for those who are struggling with feelings of loneliness and thoughts of self-harm. The Cubs offer students a tangible reminder that they are not alone.



This month is a powerful reminder that connection saves lives. Mental health is a community-wide responsibility and every action to support one another makes a difference.

If you or someone you know is struggling, please reach out for help immediately:

Call or text 988: The Suicide & Crisis Lifeline provides free and confidential support 24 hours a day, 7 days a week.

Text HOME to 741741 to connect with the Crisis Text Line.



Join Us Wave of Light 2025



[Register Here](#)

Wave of Light is a globally recognized event. If you will be attending or volunteering at your local event and would like to see The Comfort Cub at your location, please [let us know](#). You can help us support grieving mothers and families all across the United States through your local annual Wave of Light event!

Wave of Light is a family event we have been involved with for the past 13 years. This event in San Diego was started in October of 2010 by three loss moms to bring families together who have lost a child. It is always a lovely evening of fellowship and remembrance, honoring sweet babies gone too soon.

The 15th Annual Wave of Light Event will be held in partnership with **Empty Cradle** on National Pregnancy and Infant Loss Day, October 15, 2025. This year our team will be at two locations in San Diego, Kellogg Park (La Jolla Shores Beach) and Vail Headquarters (Temecula) at 5:30 p.m. We hope you will **join us!**



It turns out that animals can feel sad and be in need of comfort too. Here is a picture of Mina Sabet's dog named Lucky. His dog is usually happy go lucky, but has been moping around mourning the loss of his two family members, Mina and his sister Yostena. Lucky is famous for tearing apart any kind of stuffed animal so the family was afraid that Lucky would want to chew on The Comfort Cub too. But something amazing happened. Instead of tearing it apart, he snuggled up with it! He seemed to know the Comfort Cub was special and being near it made him feel calmer. He realized it was no ordinary toy and the family recognized that something unique was happening here. Just to test things they brought in a regular dog toy and he tore it up in seconds. The family was so touched by this they sent us a picture and thanked us for helping their dog too!

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