



## May 2024

Dear Friends,

May is Maternal Mental Health Month, which we recognize can be bittersweet. We know there are many mothers out there who have lost a child and children who have lost their mothers, which can make Mother's Day and the month of May very difficult. We understand this and hope the day was gentle for those who may feel this way.

This month we participated in the 23rd International Perinatal Bereavement Conference held in Chicago. We were able to reconnect with medical providers who are familiar with The Comfort Cub, as well as meet new friends who are interested in obtaining Cubs for their hospital or bereavement program.

May was also Mental Health Awareness Month. We are continuing to focus on the areas of maternal bereavement and youth mental wellness, as we better understand how the Cubs can be used as a tool to bring comfort to stressful and traumatic situations.

Finally, I had a wonderful time participating in a "Coffee Chat" with students from the University of Oregon's Innovation and Entrepreneurship Business Program. I shared how I

started The Comfort Cub and offered advice and encouragement to these future entrepreneurs.

As always, we are so grateful for your continued love and support. You are helping to make a difference in the lives of so many hurting people.

Warmly,

**Marcella**

### PLIDA'S 23rd International Perinatal Bereavement Conference



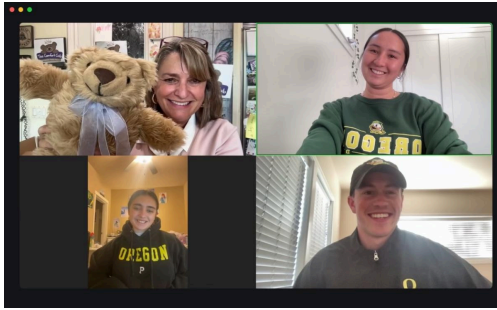
The Pregnancy and Infant Death Alliance (PLIDA) is a leading organization in perinatal and neonatal bereavement care. Their focus is on education, advocacy, and networking for healthcare providers and parent advocates. We were delighted to participate in their 23rd conference in Chicago, IL. We have a strong history with PLIDA and have been supporting their mission for over a decade now. It was a great event and we enjoyed seeing our friends from all over the world who use The Comfort Cub, as well as meeting some new friends!



### "Coffee Chat" with University of Oregon

One of my favorite parts of my job is interacting with students of all ages. This month, I had the honor of participating in the University of Oregon's Innovation and Entrepreneurship Business Program. They had an assignment to arrange a "Coffee Chat" with an entrepreneur, so I got to share with the students how The Comfort Cub got started. They asked me my most important advice for a new entrepreneur, and I told them it was to embrace failure. Any new venture will have its share of failures, and

they are not to be feared as they are just a normal part of the process. Each failure is a learning opportunity to make something better. It's not how many times you get knocked down that makes you a success, but how many times you pick yourself up and continue on!



## The Comfort Cub In the news

We were interviewed several times in May for Maternal Mental Health Awareness Month and Mother's Day—two areas we know quite a bit about! We had interviews with KUSI on their Good Business San Diego show and with CBS Channel 8 San Diego, as well as radio & television interviews in New York and Miami.

We are always grateful to be able to get the word out about The Comfort Cub! [Click here](#) to see our interview with CBS Channel 8 in San Diego.



*Thank you so much for this sweet weighted bear. It's absolutely perfect and thoughtful that I can*

*My Rainbow Baby, Kayden,  
cuddling with the Comfort Cub.  
He fell asleep instantly after being  
put next to it. This brings a lot of  
comfort to us after losing our son  
Cayson who was born sleeping  
February 26, 2023.  
- Kristen*

*hang on to when I'm longing for  
the memory of how my daughter  
felt in my arms.  
- Traveling with Grief*

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