



October 2024



Dear Friends,

Happy Fall! This has been a very special month for me. My son Chuck got married and my other son Henry returned home from deployment to meet his first baby, our grandchild, Ila Mae. It is such a blessing to bring a new life into this world, and I am so grateful for that!

I am also grateful that back in 1988, President Ronald Reagan declared October 15th National Pregnancy and Infant Loss

Remembrance Day. Before that date, the discussion of the loss of an infant was almost unheard of, even though it is something that affects one in four women. In honor of this day, we celebrated our 14th annual Wave of Light event this year in partnership with Empty Cradle.

On October 9th, we partnered with our friends at vineyard vines for a "Take Your Teddy Bear To Work Day" fundraiser. Proceeds will benefit several wonderful organizations and children's hospitals nationwide. We also participated in the 8th annual Student Wellness Conference, the world's largest Student Mental Wellness Conference. We met counselors and administrators from many new schools districts in California and discussed how the Comfort Cub can best benefit their students.

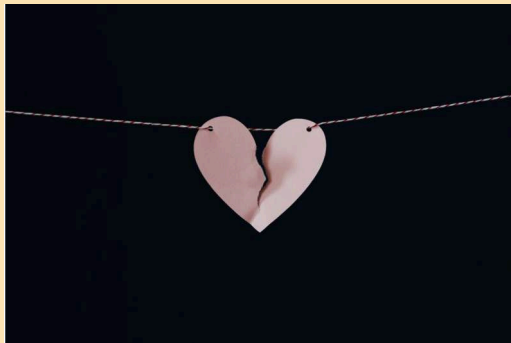
We made a lot of new connections this month that will help us reach even more people through the end of this year and into 2025. Thank you so much for your support as we continue our outreach!

Warmly,

Global Wave of Light

We partnered with our good friends at Empty Cradle to host the 14th annual Wave of Light event at La Jolla Shores in San Diego. It was such a heartfelt event as we came together to honor the lives of our babies gone too soon. Each year, the event grows, and we had close to 200 participants this year. The Wave of Light is a global event that takes place on October 15th to remember and raise awareness about the loss of a baby. At 7 pm local time, people light a candle and leave them burning for at least an hour. This event begins in the first time zone and moves westward as the wave of light circles the globe. We always place our candles in the shape of a heart to represent the love we will forever hold in our hearts for our babies.





Loss & the Physical Toll on the Heart

Grieving parents were at high risk of a heart attack in the days following the death of a child, and an increased risk may persist for years.

The Comfort Cub is a therapeutic tool that can help relieve the symptoms of Broken Heart or Takotsubo Syndrome by releasing key neurotransmitters causing the body to relax. Our goal is to get as many Comfort Cubs as we can into the arms of those who are suffering from a broken heart due to significant loss or trauma.

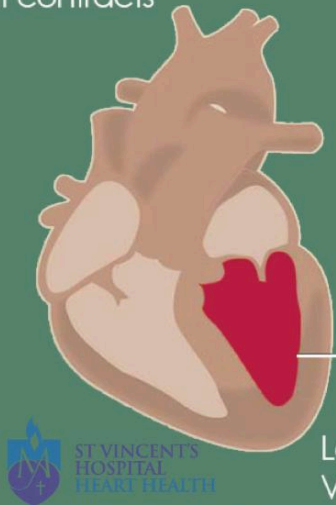
[Read the New York Times article here](#)

What is Takotsubo Syndrome?

Takotsubo Cardiomyopathy is a temporary heart condition that develops in response to an intense emotional or physical experience. It's also known as stress cardiomyopathy or broken heart syndrome. In this condition, the heart's main pumping chamber enlarges, affecting the heart's ability to pump blood effectively. The heart's chamber takes on the shape of a Tako-Tsubo pot, which is a Japanese fishing pot used to catch octopus. This is what our Founder, Marcella Johnson, experienced after the trauma of losing her baby. From this heartache, The Comfort Cub was born, to help mothers and others who were suffering from a broken heart to begin their healing process.

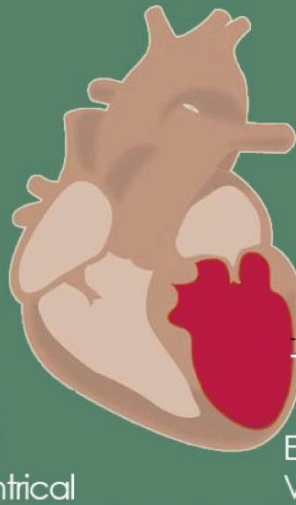
Normal Heart

The normal shape of the left ventricle after it contracts

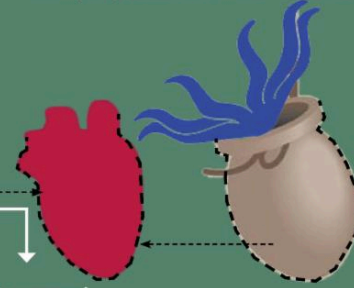


Takotsubo Cardiomyopathy

The shape of the left ventricle becomes similar to the octopus trap



Japanese Octopus Trap (called Tako-Tsubo)



Left Ventricular

Enlarged Ventricular

Take Your Teddy Bear To Work/School Day



On October 9th, we partnered with vineyard vines for a "Take Your Teddy Bear to Work/School Day" fundraising event. A portion of the proceeds from 19 vineyard vines stores who participated in the fundraiser, will provide Comfort Cubs to these 10 amazing organizations selected by each vineyard vines store; Ronald McDonald House Dallas, Texas Children's Hospital, St. Jude Children's Research Hospital, Children's Medical Center, CANA, Rady Children's Hospital, Phoenix

Children's Hospital, Nationwide Children's Hospital, Boston Mass General and Golisano Children's Hospital. We were so grateful to partner with vineyard vines for this wonderful event!

8th Annual Wellness Together Student Mental Wellness Conference



We participated in our second Student Mental Wellness conference, held by the state of California and Wellness Together. It was very successful and there was a lot of interest in using Comfort Cubs in wellness centers across the state. We hope to continue working with school districts to find funding through the LEA Medi-Cal Billing Option Program (LEA BOP) to provide this important therapeutic tool to their students who desperately need them.



"My 17 year old son was having issues with cough and breathing. I took him to several doctors who just tried to treat the cough and not the underlying reasons. On October 1, just before we were able to meet with a pulmonologist, Finley collapsed in the locker room. He was rushed via ambulance and diagnosed with a massive pulmonary embolism. Despite best efforts of ECMO and Cardiac ICU, the damage from the pulmonary embolism was too great and Finley was pronounced brain dead. We donated his organs to help others and yet, still hope to wake up from this nightmare. His older brother is having issues sleeping and focusing, so I hope to give him this bear for comfort." - Jed K.



Link below to the article about Finley in hopes to raise awareness of Pulmonary Embolism in youth and Factor 5 Leiden.

<https://www.fox5atlanta.com/video>



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