



October 2023

Dear Friends,

Happy Halloween! October was National Pregnancy and Infant Loss Awareness Month. The Comfort Cub was originally created for mothers who lost a child. Although we have expanded to help in many other areas, child loss is still at the heart of our mission. Every October 15th, we partner with [Empty Cradle](#) to bring the Global Wave of Light event to San Diego. It's a very special night for all of the families in attendance. Every person made a luminary with their baby's name on it. At the end of the event, we put them in the shape of a heart and took turns saying our baby's name out loud. Sometimes this is the only time a parent hears their child's name spoken. It is quite moving.

We also had a busy month making new friends and connections. We focused on victims of domestic violence and the memory impaired community. We are always looking for new areas to bring the Comfort Cub's healing touch. Thank you for your support as we continue our outreach to help even more people!

Warmly,

Marcella

Global Wave of Light

Global Wave of Light is an annual observance that honors and remembers babies who have died during pregnancy, childbirth, or infancy. Participants around the world light candles and create a wave of light that symbolizes love, support, and remembrance for these precious lives. Global Wave of Light is an opportunity to provide comfort, raise awareness about pregnancy and infant loss, and break the silence surrounding this often deeply personal and emotional experience. The Comfort Cub has been a proud member of this event for the past 20 years. It was started by Esther's mom, Tamberly Slagel, and her friend in honor of their two babies. We are so proud to partner with Empty Cradle to bring this caring event to San Diego.





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.

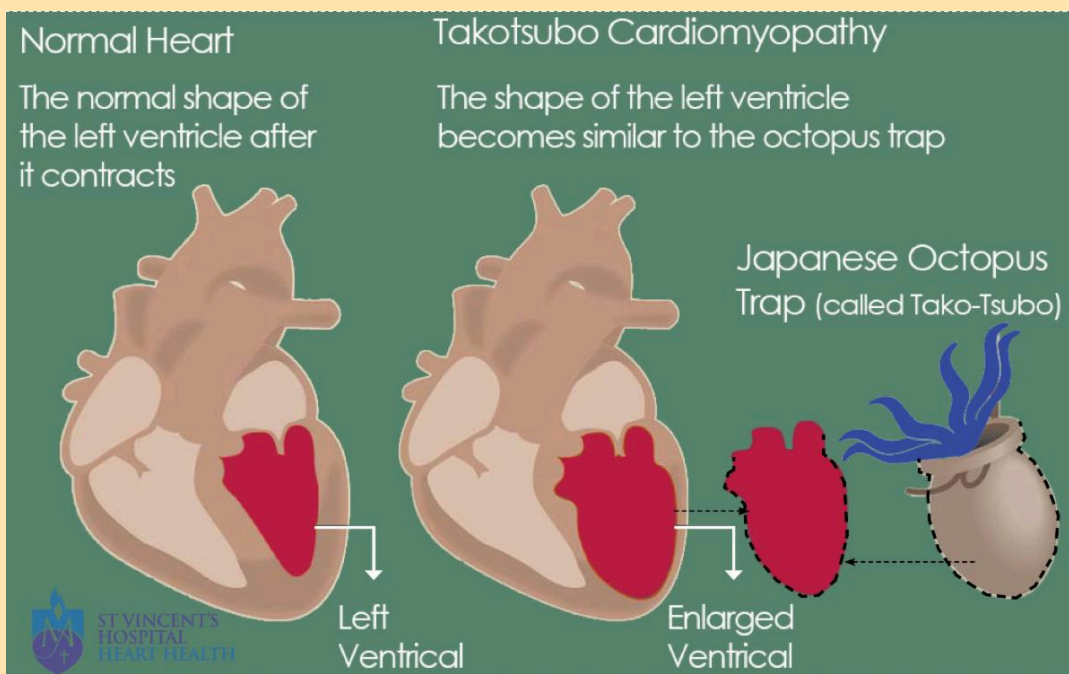
Loss & the Physical Toll on the Heart

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.

[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.





Alzheimer's & Memory Impairment Comfort Care

Nearly 100,000 people in San Diego County have Alzheimer's or another form of dementia. We are grateful to start working with Alzheimer's San Diego and The George G. Glenner Alzheimer's Family Center to bring Comfort Cubs to this special group of people.

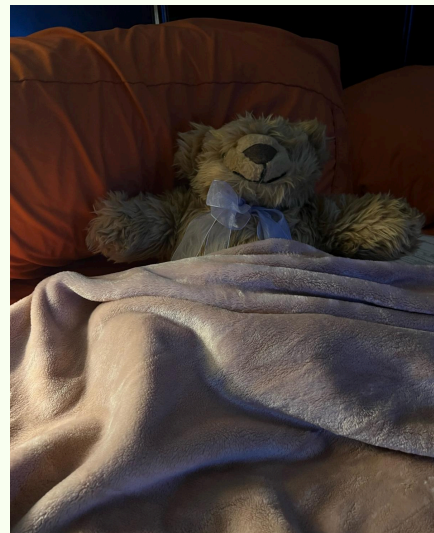


[The George G. Glenner Family Center](#) provides affordable and accessible adult day care and support services to families affected by Alzheimer's and other forms of memory impairment diseases.



"I would like to thank you for the beautiful bear I received this morning. I cried when I held him. He's sitting right next to me now, where I can wrap my arm around him. I named him after my son.

I'm so sure this is going to bring a lot of comfort to me because I can cry and hold him and talk to him. Thank you so so much for your kind-hearted gift." - S.P.



"You were so generous to give me a bear. I've been snuggling mine to sleep every night. I haven't slept good for 11 months, but he really helps." - T.

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