

For Immediate Release

Ty Louis Campbell Foundation
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The PRET*TY Locket Program for Bereaved Moms



CARMEL, NY, Oct. 1, 2014 -- Today, the Ty Louis Campbell (TLC) Foundation announced the official launch of the PRET*TY Locket Program, which provides comfort to Mother's across the U.S. who lost a child to cancer by sending them an anonymous gift – a locket, bearing a photo of her child accompanied by the poem “I Carry Your Heart” by E.E. Cummings. The first line from that poem is also engraved in the heart-shaped locket, which is available in both silver and gold.

Seven children die of cancer every single day in the US alone. PRET*TY store founder, Cindy Campbell, knows this all too well. Since losing her son, Ty, this locket has adorned almost every outfit she wears so she can feel that she "carries his heart" with her wherever she goes.

“I hope this simple gesture will provide comfort to many more bereaved moms like me who have lost children to cancer. I know for me, personally, it is so important to know that my son is remembered. I believe this program will show these moms that their child is being honored by strangers across the country,” said Campbell. “Small gestures such as this provide comfort in knowing our child is gone but not forgotten.”

For each \$40 donation received via the program, a locket with the honored child’s photo is mailed to his or her grieving mother. The anonymous donor also receives a PRET*TY keychain, a letter of gratitude, a photo of the recipient with her child and a website where they can learn more about the honored child’s battle against cancer.

Recipients are selected at random via social media, however donors can request a specific family to honor. As long a mailing address is provided, or posted to one of the many social media sites, the locket request can be fulfilled to any bereaved mom that has not already been a program recipient.

About PRET*TY

PRET*TY is a line of charitable gold jewelry that was inspired by Ty Campbell. A forever five-year-old cancer warrior who put the “T-Y” in PRET*TY. Gold is the awareness color for childhood cancer and 100% of all proceeds from the PRET*TY store directly benefit the Ty Louis Campbell Foundation for childhood cancer research.

About the Ty Louis Campbell Foundation

The Ty Louis Campbell (TLC) Foundation funds innovative research specifically geared toward the treatment of the deadliest childhood cancers (including brain and spinal cord tumors). The organization seeks less toxic, more effective treatments for children fighting cancer. Visit www.thetlcfoundation.org for more information.

What People are Saying...

"When I crossed that finish line, I couldn't breathe because I was so overwhelmed with emotions. I am just so sorry that any mother, or father has to suffer such loss. I wish I could do more. I wish I didn't feel guilty that I could clear my head, and catch my breath soon after, but I am so thankful that I can. I almost lost my son in an accident last year, and every time I think about it I lose my breath. I know a locket doesn't fix anything, but I imagine that when a grieving mom receives a personalized gift from one bereaved mom to another, that it helps her catch her breath."

- An anonymous donor after completing her first Triathlon in honor of children battling cancer.

"I received the most amazing gift yesterday from an amazing mom who also lost her son to brain cancer a month before my Cashy passed away. The Ty Louis Campbell Foundation has done so many amazing things already in their short time of being a foundation, and Cindy Campbell is truly an amazing person! Thank you, Cindy. It's beautiful and I cried when I saw it. Thank you so much!"

- Kalli Hyde, Cashy's Mom.

"Today I got THIS <photo of locket>!!! From our heartbreak we have become a united front in this fight against childhood cancer, and there is no greater gift, no greater honor and no greater responsibility. I am deeply humbled. Thank you Ty!!!! Your mommy is making magic with you as her guide. I hope you and David are swimming strongly, dancing freely and singing loudly! We will continue our work in your honor and memory. And you already put David inside? Oh happy, happy tears! Thank you."

- Susan Heard, David's Mom.

*i carry your heart with me (i carry it in
my heart) i am never without it (anywhere
i go you go, my dear; and whatever is done
by only me is your doing, my darling)
i fear
no fate (for you are my fate, my sweet) i want
no world (for beautiful you are my world, my true)
and it's you are whatever a moon has always meant
and whatever a sun will always sing is you*

*here is the deepest secret nobody knows
(here is the root of the root and the bud of the bud
and the sky of the sky of a tree called life; which grows
higher than the soul can hope or mind can hide)
and this is the wonder that's keeping the stars apart*

i carry your heart (i carry it in my heart)

e. e. cummings



Packaged with love from

PRET*TY