

MyHuggy

Only a Hug Away

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FOR IMMEDIATE RELEASE

Operation Bear Drop Honors Wisconsin's Military Families May 30

MyHuggy to Donate Talking Bears at Logemann's Community Free Event

(May 26, 2008, Thiensville, Wisconsin,) MyHuggy LLC, and the Logemann Community Center invite all deployed – or soon to be deployed -- military personnels' spouses, children, parents, siblings, and significant others to attend a free event at the Logemann Community Center at 600 West Mequon Road in Mequon, Wisconsin, on Friday, May 30th at 7:00 p.m.

Those who endure the pain of separation and the fear of loss also serve, according to MyHuggy and Logemann Community Center, who have partnered to highlight these brave individual's and family's "dedication to the cause" of the patriotic defense of our nation. "These people aren't on the front lines, but they are fighting this war each and every day in a very personal way," explains Joni Monfre, program director at the Logemann Community Center. "They accept the role of supporting cast by shouldering additional parenting and family responsibilities, easing the fears and drying the tears of their children, and maintaining a brave demeanor while tightening their budgets. They deserve our admiration."

MyHuggy CEO Steve Cotcher announced today that his company plans to donate a MyHuggy, a soft, cuddly, comforting hug-activated teddy bear that enables you to give the enduring gift of up to 20 minutes of your recorded messages in a comforting medium that conveys your emotional support to every military family with a deployed – or soon to be deployed – member present at this event. As seen on the Montel Williams television show last April, MyHuggy represents a powerful tool to help ease the pain of separation anxiety through its ability to stay connected with loved ones through a high quality recording (that is also re-recordable) of the sound of their voice.

Created to "connect" people everywhere to those for whom they care, MyHuggy bear found its current mission to help deployed military personnel stay connected to their children, spouses, etc., very close to home for the Wisconsin-based company.

When deployed in the Marine Corps, Cotcher left behind his young wife and two year-old son. His heart was broken when, after returning home, his son did not know him and acted afraid of him. It was then that Steve vowed that “no one else will experience this kind of pain if I can help it. No matter where you are, no matter how far from them, you're only one hug away from those you love!” Operation Bear Drop is the sixth of its kind – MyHuggy has donated a total of 3,090 bears all over the country to the families of deployed military personnel to date.

The company hopes to eventually put a MyHuggy bear in the hands of every deployed person's family, regardless of where they live.

In addition to honoring military families at this event, the audience will be treated to a guest appearance by the talented Country Western singer Laura Blevins, who will perform live her newly released song that pays both tribute, and is dedicated to the military.

For more information about this event, or to learn more about MyHuggy, please contact those above, or go to www.MyHuggy.com and/or www.Logemanncenter@core.com.

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