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FOR IMMEDIATE RELEASE

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Community Invited to Color in Blue to Honor Grieving Children

Turlock, CA – Jessica’s House is leading local efforts to recognize a national awareness campaign to educate, equip and honor grieving children and their loved ones who have died.

Children’s Grief Awareness Day will be observed across the country on **Nov. 19**. Locally, **Jessica’s House is coordinating a virtual recognition** by inviting the community to color ‘HOPE the Butterfly’ and wear blue on the nationally designated day.

“This is a day to be intentional in thinking about the impact that a death has on children and the benefits of support for grieving children,” said Erin Nelson, executive director of Jessica’s House, a grief support program for children, teens, young adults and their families. “Before they graduate from high school, one child out of every 20 children will have a parent die. That number doesn’t include those who experience the death of a brother or sister, a close grandparent an aunt or uncle, or friend.”

In observation of Children’s Grief Awareness Day, the community is invited to show their support by coloring and sharing ‘HOPE the Butterfly.’ This complimentary coloring page can be downloaded at <https://www.jessicashouse.org/events>. The coloring page can be dedicated in memory of a person who died or in honor of a child or adult who is grieving.

“We invite you to color and then snap a digital photo or have a close-up photo taken of you holding your butterfly page,” said Nelson. “Then, post your photo and tag @JessicasHouse with the hashtag #ChildGriefDay and #JessicasHouseHope.”

Individuals are also encouraged to join Jessica’s House staff and others across the country in wearing blue on Nov. 19. “Then post a photo of you in blue and tag @JessicasHouse with the hashtag #ChildGriefDay.”

To learn more about grief support for children, teens, young adults and their families, visit [jessicashouse.org](https://www.jessicashouse.org).

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About Jessica's House

Jessica's House began as a grassroots effort inspired by Turlock community members who had experienced untimely deaths in their families. When they sought grief support service for their children, they realized there were no local organizations specializing in supporting grieving children. Since the program launched in 2012, Jessica's House has been a place of comfort, hope and healing for grieving children and families throughout the region. Jessica's House was founded by EMC Health, Inc., under the Evangelical Covenant Church. Generous community support allows Jessica's House to provide, not only grief support groups, but community trainings and crisis response teams, to Turlock and surrounding communities.

About Children's Grief Awareness Day

Created in 2008 by the Highmark Caring Place, A Center for Grieving Children, Adolescents and Their Families, and since recognized by organizations around the world, Children's Grief Awareness Day is observed every year on the third Thursday in November (the Thursday before the U.S. holiday of Thanksgiving). This time of year is a particularly appropriate time to support grieving children because the holiday season is often an especially difficult time after a death. More information is available at

<https://www.childrensgriefawarenessday.org/cgad2/index.shtml>

Statistics on children and grief are available at

<https://www.childrensgriefawarenessday.org/cgad2/pdf/griefstatistics.pdf>