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FOR IMMEDIATE RELEASE

**Baloo Living Partners with The Ladies of Hope Ministries for Women's History Month to Raise Awareness About the Impact of Incarceration on Women and Girls**

*Premium weighted blanket brand, Baloo Living, partners with The Ladies of Hope Ministries (LOHM) for Women's History Month to highlight women visionaries making positive change, to raise awareness about the effect of mass incarceration on women and girls, and to donate weighted blankets to the LOHM's Hope House and Faces of Women Imprisoned.*

(New York, NY, March 8, 2021) — In honor of Women's History Month (March) and International Women's Day (March 8, 2021), Baloo will partner with The Ladies of Hope Ministries, in order to raise awareness about the effects of mass incarceration on women and girls, while highlighting women visionaries making positive change and impact in their communities.

[According to a June 2019 report by The Sentencing Project](#), the number of incarcerated women increased by more than 750% between 1980 and 2017, rising from 26,378 to 225,060. This is the result of stiffer drug sentencing laws, underdiagnosed and untreated trauma and mental health issues, and post-conviction barriers to reentry that uniquely affect women. The female incarcerated population stands nearly eight times higher than in 1980.

- 750% increase in women's incarceration
- 225,060 women in jail and prison
- 1.3 million women under supervision in the criminal justice system

[The Ladies of Hope Ministries](#) (The LOHM) mission is to create alternatives to incarceration, decarceration and post incarceration opportunities by providing access to resources for education, entrepreneurship, and sustainability through advocacy.

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Baloo Living, a female-founded company, will donate fifty weighted blankets to The Ladies of Hope Ministries to be placed in Hope House and shared with participants in the Faces of Women Imprisoned program. Additionally, for every donation made to The Ladies of Ministries during March 2021, Baloo will match with additional comforting weight blankets to LOHM.

Weighted blankets provide an all-natural, calming effect which can be used to soothe anxiety and support deeper, sounder sleep. The intention is that the women and girls using the blankets will feel comforted and supported as they go through transition. “The journey of each of these women demonstrates their strength, courage, and commitment. On behalf of Baloo, we are honored to provide a supportive tool that may bring comfort in a small, yet meaningful way as they re-enter the community,” says Baloo’s Founder & CEO, Elizabeth Grojean.

The Ladies of Hope Ministries operates the Hope House and Faces of Women Imprisoned programs aimed at empowering women and girls in their transitions back to community, as well as creating space for them to lift their voices to share their lived experiences that can inform and transform public policy and legislation.

“Previously incarcerated women face hundreds of barriers when re-entering into society. Not only are we healing past traumas and grounding ourselves in a new sense of identity, but we are also working to create stability. Resources that alleviate stress, such as Baloo blankets, are a helpful addition to an often strenuous journey,” says Topeka K. Sam, Executive Director of the Ladies of Hope Ministries.

[Hope House](#) is a safe housing space that provides a supportive community, mentorship, and guidance for formerly incarcerated women and girls as they create a life after prison. The goal is for each woman and girl to create an independent, successful and happy life where they can thrive and become whole.

[Faces of Women Imprisoned](#) is the first of its kind Speakers Bureau created and run by formerly incarcerated women. Its goal is to deepen and broaden the public conversation, empower formerly women and provide income for women as they speak around the country. Faces of Women Imprisoned is a powerful opportunity for the public to hear and learn from incarcerated women through public symposiums.

## **Learn more Baloo Living and The Ladies of Hope Ministries:**

Baloo Website: [www.balooliving.com](http://www.balooliving.com)

Baloo Instagram: [@balooliving](#)

Baloo Facebook: [@balooliving](#)

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