

BEARBABLES INC.

January 31, 2019

February Happenings!

Branching Out, Giving Back!

Bearables is based out of a tight knit community in Yonkers, N.Y. We run our business and are located inside the Yonkers Montessori Academy. We are lucky to work with our community and target market in order to achieve our goal of brightening someone's day even if it's unbearable. Throughout the month of January up until Valentine's Day we are selling \$2 raffles. The winner will win a 7 foot teddy bear. All of the proceeds will go to Andrus Mental Health Clinic. Andrus, is a local Yonkers based nonprofit that provides help to vulnerable and at risk youths in the area. This is a great way to give back to our surrounding local community and bring awareness to mental health issues.

Look for our next event during the week of St. Patrick's Day. We intend to spread **green** cheer and bring more awareness to such a prevalent issue affecting many teens in our local community. We will be sponsoring a green ribbon teddy bear sale. The green ribbon represents mental health awareness.

**NEWS
FLASH!!**

**WIN A
7 FOOT BEAR**

Sponsored by  Bearables

ENTER FOR A CHANCE TO WIN A 7 FOOT TEDDY BEAR!
RAFFLE TICKETS ARE **\$2.00**
DRAWING WILL BE HELD ON 2/14

ABOUT US

Have you ever felt so anxious that you just want to disappear and become invisible? Most people have. It's normal. Anxiety is difficult to cope with. Sometimes, it's even unbearable. Bearables Inc. is a student-operated gift giving service with a main focus on assisting people who suffer from anxiety or depression. The way our company works is your best friend comes in, orders a gift, and we deliver it unexpectedly to someone in need of a smile. Bearables filed as an S Corporation October 2018 under the Gift, Novelty, & Souvenir Store Industry. The company started with \$20,000 seed money through VE and then received a generous donation of \$96,000 from a former Travelistic Inc. employer.

Q; WHERE IS BEARABLES?

A: Bearables Inc. has one storefront located at 160 Woodlawn Avenue, Yonkers, NY 10704. This location is a school consisting of grades Pre-K-12. Our company focus is catering to adolescents age 12-18 going through troubling times in their life. We benefit from being located in a school because we have access to our target market.

Q; WHAT DOES BEARABLES INC. SELL?

A: Although Bearables Inc. primarily focuses on the sales and productions of our main item, the Bear itself, we also have a different variety of popular products. During the season of Valentine's Day, Bearables thrives through the production of flowers, cards, balloons, chocolates, and other sweets!

"The best way to brighten someone's day!"

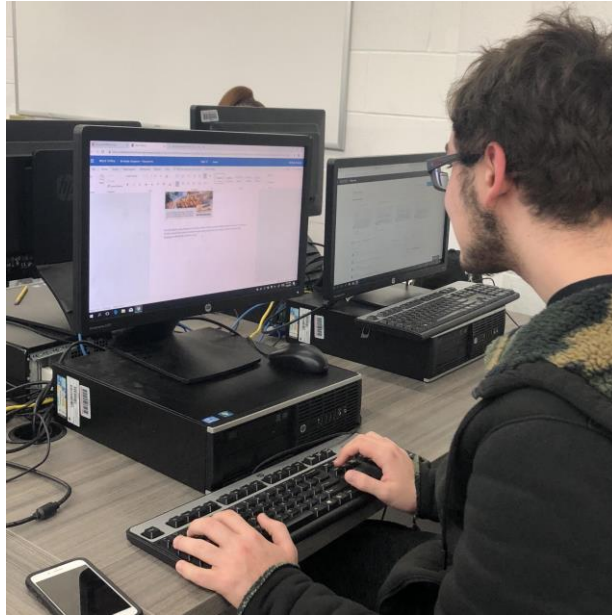
ABOUT THE WORKERS

Our company is divided into 5 departments: accounting, human resources, sales/marketing, IT, and administration. Each of our departments has a head, or a manager, to keep their employees up to date with work. Although Bearables Inc. is "divided", everything is done through teamwork. All of our employees pitch in ideas on how attract and satisfy customers. Every department plays an important role for the business. For instance, without accounting, the company would not be able to properly pay employees or keep track of profit. Also, without IT/design, the company would not have an attention-grabbing logo.



EMPLOYEE OF THE MONTH:

Benjamin Birrittella, sales/marketing, has contributed to Bearables Inc. during January by finding a tremendous amount of research to increase our sales and revenue. Ben spends most of his day looking at industry trends.



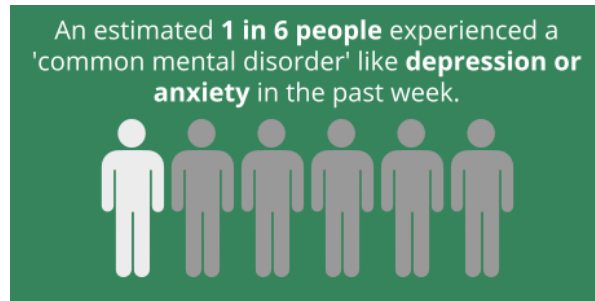
OUR LOGO

Using the main colors in our logo; blue reflects calm/peace and yellow promotes optimism we represent mental health awareness. Bearables also uses fun lettering and colorful backgrounds that attract the Gen “Zers”. Our logo contains a blue bear holding a yellow gift. The blue bear represents the anxiety and depression someone is suffering from; while the yellow gift represents the joy and love Bearables can bring in someone’s life.



ABOUT

ANXIETY



WHAT IS THE PROBLEM?

The issue in today's society is that a majority of adolescents are not being treated for mental health illnesses. According to studies, out of the 70% of anxiety affected people in the United States, 30% are unaware of their condition and only 10% decide to get treated.

WHAT CAUSES ANXIETY?

Anxiety can be caused by a variety of different things. It can be caused by stress from school, friendships, relationships, family, decisions, pressure, drugs, mistakes, new upcoming events, good news, bad news, and even hormones. Although everyone's depression and/or anxiety is caused by something different, everyone must get the help they deserve.

WHERE TO GET HELP?

In order to free yourself from depression or anxiety, you must accept that you have it. When you begin to understand your condition, you have to talk to someone you trust in order to get help. Letting out your feelings is important whether it's to a parent, friend, teacher, doctor, therapist, classmate, significant other, or just anyone you feel comfortable with. If one decides not to talk to someone they know personally or can see in person, they can call and speak to a professional online.

HOTLINE NUMBERS-

800-273-8255 SUICIDE HOTLINE

800-662-HELP ADDICTION HOTLINE

800-931-2237 EATING DISORDER HOTLINE

800-784-2433 DEPRESSION WARM LINE

800-799-7233 DOMESTIC VIOLENCE HOTLINE

800-422-4453 CHILD ABUSE HOTLINE

866-488-7386 LGBTQ YOUTH WARM LINE

BEARABLES INC.
160 WOODLAWN AVENUE
YONKERS, NY 10704

CONTACT US @BEARABLES ON INSTAGRAM

