John’s Crazy Socks Introduces “P.S. I Love You” Suicide Awareness Socks

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MELVILLE, N.Y. (PRWEB) February 01, 2019 -- Today, John’s Crazy Socks introduced its P.S. I Love You Socks – Suicide Awareness Socks. These remind us all how precious life is and let people know they are never alone. These socks were made in conjunction with the P.S. I Love You Day campaign.

John Cronin, co-founder and inspiration for John’s Crazy Socks, says, “I wanted to make these socks so everyone will know they are loved. No one is alone.”

Brooke DiPalma, founder of P.S. I Love You Day, says, “These socks will help people celebrate P.S. I Love You Day. They will help spread a message of love and understanding and enable conversations that could lead to suicide prevention. We are so happy that John’s Crazy Socks is supporting our efforts.”

P.S. I Love You Day will take place on February 8, 2019 and the group encourages people to wear purple. The P.S. I Love You Socks are purple and carry the saying, P.S. I Love You. On the heel of each sock is the message, “Be Proud of Who You Are.” The socks sell for $10 a pair and $1 goes to the P.S. I Love You Day organization. The money raised by these socks will go support the P.S. I Love You Student Ambassador and Scholarship Program that reaches into high schools to combat suicide.

Co-founder Mark X. Cronin explains, “This is a very personal issue for us. I have lost friends to suicide and understand the devastation it leaves behind and ache with the loneliness my lost friends must have felt. We hope these socks will add to the P.S. I Love You Day effort to let people know they are loved and not alone. We hope these socks will foster discussions of mental health and have us all reach out to our friends and loved ones.”

Brooke DiPalma says, “This is important work and we are excited to have the support of John’s Crazy Socks. They have a mission to spread happiness and we have a mission to spread love. It seems like a perfect fit.”

About John’s Crazy Socks

John’s Crazy Socks grew from a dream of John Cronin, a young entrepreneur who happens to have Down syndrome, when he told his Dad, “we should sell crazy socks.” Opening in December 2016, the two have built a social enterprise with a simple mission: spreading happiness. Every day, they show what is possible by hiring people with differing abilities – who make up more than half their workforce.

Giving Back is an essential part of the company’s mission. They pledge 5 percent of company profits to the Special Olympics and have created a series of charity and awareness socks that raise money for charity partners like the National Down Syndrome Society, the Autism Society of America and the Williams Syndrome Association. In their first two years, they have raised over $240,000 for their charity partners.

You can learn more about John’s Crazy Socks by visiting our website and our Facebook page. Learn more about John through his YouTube videos. You can also contact us via email at service(at)johnscrazysocks.com
About P.S. I Love You Day

P.S. I Love You Day has a mission to spread love in order to decrease bullying and promote mental health awareness. They strongly believe that by educating students earlier about mental health, this difficult conversation will be easier to discuss. On the second Friday of every February, they encourage communities to wear purple in order to foster kindness and a welcoming environment.

On April 23, 2010, just one week after her fourteenth birthday, the DiPalma family experienced a tragedy. On that beautiful Friday morning, Brooke was dropped off at middle school by her father, Joseph DiPalma. Joey was a man who was always smiling, laughing, and was very involved in the community. On her way out of the car, her father said, “I Love You” and she said, “I Love You” back. Little did she know, only hours later, she would be taken out of school and told that her father committed suicide. Brought home to a scene nobody should ever see, she felt let down, lost, and unsure of where to turn.

Just one month and a day before the DiPalma family lost the glue that bonded their family, West Islip lost a high school senior to suicide also. Both these suicides brought the town together and made each person realize just how truly precious life is. However, “Tragedy should not be the force for togetherness; togetherness should be the force that ends tragedies.”

Seven months later, as Brooke was thinking about what she had faced, she remembered the last three words her father said to her, “I Love You.” Brooke took those three words and with the help of her high school’s class club and family, she created P.S. I Love You Day.
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Online Web 2.0 Version
You can read the online version of this press release here.