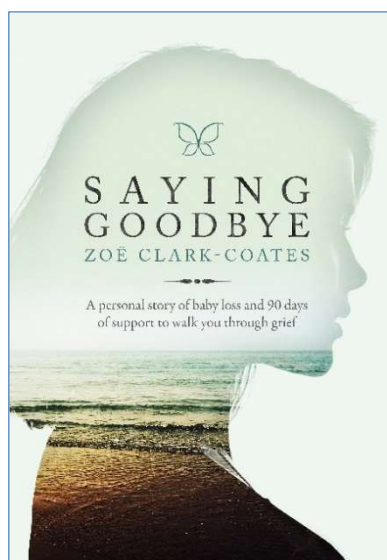


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## **Saying Goodbye**

***A personal story of baby loss and 90 days of support to walk you through grief***

Zoë Clark-Coates, with a foreword by Sally Phillips

*'I cannot recommend this book highly enough.'* Sally Phillips, actress

*Unbelievably heart wrenching, emotional and incredibly moving. It will offer so much support for those who are grieving offering reassurance and most importantly understanding.* Jools Oliver, designer and blogger (Instagram)

**The Amazon best-seller as featured in *The Sunday Telegraph* and *The Daily Mail* : nominated for a National Award**

Leading baby loss support campaigner Zoe Clark-Coates shares her powerful story of losing 5 babies and setting up The Mariposa Trust - and her strong belief that 'every baby matters, no matter how long they live'

*'When you discover you are pregnant, dreams are instantly born, and when they are snatched away from you, hearts shatter... It hurt to breathe, to speak, even just to be... I cried so much I often ran out of tears and would sit frozen, waiting for my tear ducts to refill and then it would start again, another endless cycle of weeping and screaming, then sitting empty and desolate... I did not even know how to start putting my heart and my world back together... I was totally and utterly broken.'*

Zoe Clark-Coates

Each year, globally, there are c. 30 million miscarriages, 2.6 million still births and 5.5 million neo-natal and early years losses. Yet many of these grieving parents struggle to find support in their time of need. This is particularly the case with miscarriage (baby loss before the 24<sup>th</sup> week of pregnancy), which happens in 1 in 4 pregnancies.

At the age of 32, Zoe Clark-Coates and her husband Andy decided the time was right to start a family. It was to be the start of an emotionally and physically gruelling journey. Zoe suffered a miscarriage – then another – then another. Each time Zoe fell pregnant, the couple hoped and prayed that this time would be different. Each time Zoe miscarried, the couple named their lost baby and clung together through the rollercoaster of grief, hopelessness, anger, numbness, helplessness, and physical and mental pain. After 3 miscarriages, their daughter Esme was born; 2 more miscarriages would follow before the birth of their second daughter, Brontë.

6 months after Brontë's birth, Zoe and Andy started looking for a way to 'turn our pain into something positive', asking 'what would have helped us in our darkest hour?' **Saying Goodbye** began in 2012 as a series of services in cathedrals around the UK where parents could honour their children and formally say goodbye to them. Since then, **Saying Goodbye** and its parent charity, **The Mariposa Trust** ([www.mariposatrust.org](http://www.mariposatrust.org)), has become a leading voice on baby loss in the UK, the US and beyond. The charity now supports over 50,000 people a week and has over 650,000 website hits each month. They are currently working closely with Baroness Floella Benjamin on a new bill for a national certificate for any baby lost before 24 weeks (as announced in the House of Lords in July).

In **Saying Goodbye**, Zoe's first book, she shares her own experience of baby loss in full for the first time, telling the story of her lost babies - Cobi, Darcy, Bailey, Samuel, Isabella – and how the seeds of 'Saying Goodbye' and The Mariposa Trust were sown in these dark times. The second part of the book contains 90 days of support written by Zoe for the journey of grief – a companion 'walking with you as your heart starts to heal', as Zoe describes it – offering reflections, encouragement, empathy, comfort, gentle advice and hope to sustain bereaved parents through the hardest days. This beautiful hardback book will be a lifeline for those who are struggling to come to terms with baby loss – and will also be invaluable for their friends and families, as they do their best to support them, and for medical professionals, counsellors and others working with those who have suffered baby loss.



**ABOUT THE AUTHOR:** Following the loss of 5 babies in pregnancy, **Zoë Clark-Coates** BChA co-founded The Mariposa Trust (widely known by the name of its primary division, 'Saying Goodbye') in 2012 with her husband Andy, bringing together her business expertise, her personal experience and her training as a counsellor. The Mariposa Trust is now a leading charity in the UK and globally, providing support for over 50,000 people each week. Zoë is a regular media commentator on baby loss related stories; she also writes for Huffington Post. She and Andy have two daughters - Esme and Brontë - and divide their time between Staffordshire, Devon and London. For more information, visit [www.zoeadelle.co.uk](http://www.zoeadelle.co.uk).

**For media enquiries, to discuss author interviews or articles, and/or to request a review copy, please contact Andy at [press@sayinggoodbye.org](mailto:press@sayinggoodbye.org) or on 07506 445707**

*Hardback, 256 pages, 978-1434712264, £12.99*

*Saying Goodbye is one of the nominees for a national award for “Best International Resource for Loss”*

### **MEDIA COVERAGE FOR SAYING GOODBYE**

- Featured across the national print media including: *The Sunday Telegraph*, *The Times*, *The Daily Mail*, *Bella magazine* and *The Herald Scotland*.
- Radio appearances across the BBC
- Blog interviews and reviews including: [the-pool.com](http://the-pool.com), [femalefirst.co.uk](http://femalefirst.co.uk) and [huffingtonpost.com](http://huffingtonpost.com)
- High profile social media endorsements including Jools Oliver, Nicola Sturgeon, Mary Nightingale and Kym Marsh.

### **PRAISE FOR SAYING GOODBYE & THE MARIPOSA TRUST**

*‘Zoe’s personal experience makes her the most empathetic of companions as she understands the effect baby loss can have on people mentally, emotionally and physically... this book is a must-have for anyone who suffers baby loss, for anyone who has been through baby loss in the past or for those wishing to gain a greater insight into the trauma of loss... for many people, this will not just be a gift, this will be a lifeline.’*

Sally Phillips, actress – from the Foreword to **Saying Goodbye**

*‘I cannot recommend this book enough; it will be a source of strength to many women, their partners and families.’*

Dr Jacque Gerrard MSc, RGN, RM, Director, Royal College of Midwives, England

*‘I am so proud to be working with The Mariposa Trust – the services and support the charity offers is ground-breaking and because of its work, we have seen a change in the nation, as people are becoming more aware of the scale of baby loss, and the support that is needed.’*

Lord Robert Winston, Emeritus Professor of Fertility Studies at Imperial College London

*‘The tragedy and trauma of losing a baby changes us forever. Zoe has used her personal experience of 5 losses to deliver a book that demonstrates a deep understanding and compassion to all who are grieving... I wholeheartedly recommend this book.’*

Kym Marsh, actor and singer

*‘Zoe has become a trailblazer in changing the culture and care surrounding baby loss and grief, not only within the UK but globally... for anyone who has suffered baby loss, [this book] will make the world of difference.’*

Beth Redman