



For Immediate Release
July 15, 2014

Contact: Patricia Maldonado
305-490-8831
pmaldonado@quanticacommunication.com

YuhuHugs teams up with Portland-based writer and artist to create stories that instill values and teach children to dream big

Miami – Behind every great idea is its muse.

For **YuhuHugs** (www.YuhuHugs.com) it's Joy Corcoran, a writer and artist based at Bridge Meadows, a housing community for foster care families in Portland, Ore. Corcoran's musings about life, values and growing up form the foundation of the stories about Yuhu and Hugs, the two characters after which the company is named and that inspire children to dream big.

"I was drawn to the company because they believe that children can envision and expand their horizons through play and stories," says Corcoran, who lives at **Bridge Meadows** and volunteers her time teaching art to the children in the unique residential community in the heart of Portland. "YuhuHugs want all children to dream big and lead amazing lives. I love that Yuhuhugs wants to provide tools for both the imagination and for the day-to-day realities that kids face. And there isn't a more powerful tool than storytelling."

A team of international educators, designers and artists based in Europe founded YuhuHugs in 2013. They came together to design the Dreamhut, a playhouse aimed at inspiring children to dream big and expand their ideas and their imaginary horizons. The team created the characters of Yuhu and Hugs, and turned to Corcoran to make them come to life. They stumbled upon Corcoran's work online at www.JoyCorcoran.com, her blog about writing, art and inspiring children to dream.

"We know that there is no better way to inspire a child's imagination than with a well-told story. Yuhu and Hugs were created to serve as guides on a fantastic voyage full of dreams, adventures and friends yet-to-be made," says Maria Amparo Yuste, spokeswoman for the company. "Joy gives them personality, providing the words and stories that help children to develop their imagination and principles by which to live by."

Corcoran developed YuhuHugs' **12 Lessons for Greatness**, a free series of stories available at www.YuhuHugs.com that teach children important values - optimism; curiosity; patience; imagination; courage; enthusiasm; honesty; a sense of humor; adaptability; idealism; knowledge; and communication.

"Children can model some of their own experiences with those of Yuhu and Hugs. They become self invested in the story because they can relate," Corcoran says. "The Yuhu and Hugs' magical world encourages children to play and learn. They process the stories and learn how they can use the lessons in the real world."

Corcoran developed this same approach at Bridge Meadows, where foster children and their new adoptive parents live together alongside residents of a retirement community.



“I’m one of the elders at Bridge Meadows and I mentor children through stories and art. When they begin to grasp the meaning behind stories, a light comes on inside them. These children have very challenging lives, but giving them tools – stories and values – helps them create a better image of themselves and imagine an amazing future,” she says.

Corcoran developed her approach and her writings over many years. Originally from Memphis, Tenn., she studied writing and poetry at the University of Memphis. She later served as an apprentice to the late writer and **poet Allen Ginsberg**. The experience gave her confidence to pursue a career in writing.

“I knew that no matter whatever happened in my life, I would write,” Corcoran said.

###

[Download 12 Lessons for Greatness](#)

About Joy Corcoran

Joy Corcoran is a writer and artist based in Portland, Ore. Ms. Corcoran writes and tells stories for children of all ages. She is also a member of the Portland Storyteller’s Guild, and shares her work and her gift at community events and at the Multnomah County Library International Literacy Day Celebration every year. Her work has been published in literary journals and regional publications. Before moving to Oregon, Ms. Corcoran produced “Reading Aloud Here”, a program for the Memphis Community Radio, and reviewed poetry and books. Learn more about Ms. Corcoran at www.JoyCorcoran.com. You can also find her artwork on www.esty.com.

About YuhuHugs

Founded in Miami by a team of international architects, designers and educators, the DreamHut was developed to create a space for children to play, learn and dream. The DreamHut is a stylish piece of furniture, toy storage and classroom. The DreamHut is manufactured in Europe using environmentally friendly Scandinavian wood and complies with all U.S. and international safety measures to guarantee children’s security. For more information contact Maria Amparo Yuste at 786-286-1786 or visit www.YuhuHugs.com.



@yuhuhugs



facebook.com/yuhuhugs



pinterest.com/yuhuhugs/