

Shine a Little Hope on Depression

The light bulb has long been a symbol of understanding or an “Ah ha” moment. For Kathryn Goetzke, it’s been the inception of a program designed to bring more happiness to the world.



Kathryn realized individuals can impact their own moods and she set out to develop products to make it easier for people. Colored light bulbs were the first step. These **Mood-lites™** were developed based on research about how color affects mood. They are meant to teach consumers how to engage their senses and can be purchased in eight different colors, ranging from Happy (yellow) to Serenity (turquoise).



Categories

 ▼

OUR STORY

She also started **iFred**, a nonprofit whose mission is “to shine a positive light on depression and eliminate the stigma associated with the disease through prevention, research and education. Its goal is to ensure 100% of the 350 million people affected by depression seek and receive treatment.” Kathryn has become an expert on mood and depression, speaking at the United Nations, the Global Mental Health Movement Athens Conference, and more.

The Leakey Collection has pioneered Kathryn’s efforts from the beginning, and the two companies have crossed paths often as both are dedicated to making a better world. We recently caught up with her for breakfast to discuss a possible collaboration.

TLC: It’s been a few years since we’ve connected. What has been going on with you?

Kathryn: Wow! So much! Where do I begin? We have been very busy, developing new, exciting products to engage the senses. These include **Mood-oils**™, **Mood-candles**™, **Mood-deodorants**™, **Mood-butter**™, and more! I’ve also been working on our new **Schools for Hope** initiative that strives to teach 5th graders around the world that hope is a teachable skill. Finally, we are getting ready for a **Global Day of Hope**, which celebrates all things HOPE!



TLC: Tell us more about a Global Day of Hope.

Kathryn: It is Saturday, May 2nd and it is a day to share support and help raise awareness to remove the stigma regarding depression treatment. This can be done by planting sunflowers, our symbol of hope, wearing yellow, and by sharing what brings you hope via social media. Use hashtag #Hope2015 on all posts!



TLC: We plan to support a Global Day of Hope so look for our posts from Kenya on the 2nd. What is the biggest reward for you in all of your hard work?

Kathryn: Without a doubt, it's helping other people. It's what keeps me going. I receive letters from people all over the world sharing how their lives have been improved. Individuals are becoming aware of their moods and realizing that they have control over them. They are choosing to improve their moods and are happier as a result.

TLC: What's your favorite color?

Kathryn: It depends on my mood or what mood I'm trying to achieve!

TLC: What's in store for you and the Mood-factory?

Kathryn: I hope we can collaborate with The Leakey Collection and bring Mood-jewelry to market!

TLC: We'd love that too. Stay tuned.....

Share your stories of hope with the world this Saturday. Post, tweet or share a photo on social media. Shine your light and use hashtag #HOPE2015. Make sure to connect with iFred on **Twitter**, **Facebook**, and **Pinterest** and Get Your Mood On here: **Facebook**, **Twitter**, and **Pinterest**.

 Tweet  6 Tags: **#Hope2015**, **depression**, **Global Day of Hope**, **iFred**, **Make a Better**