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FOR IMMEDIATE RELEASE:
July 15, 2026 (Nags Head, N.C.)

CuddleCot Donation to Outer Banks Health Hospital Honors Family Legacy and Stillbirth Awareness

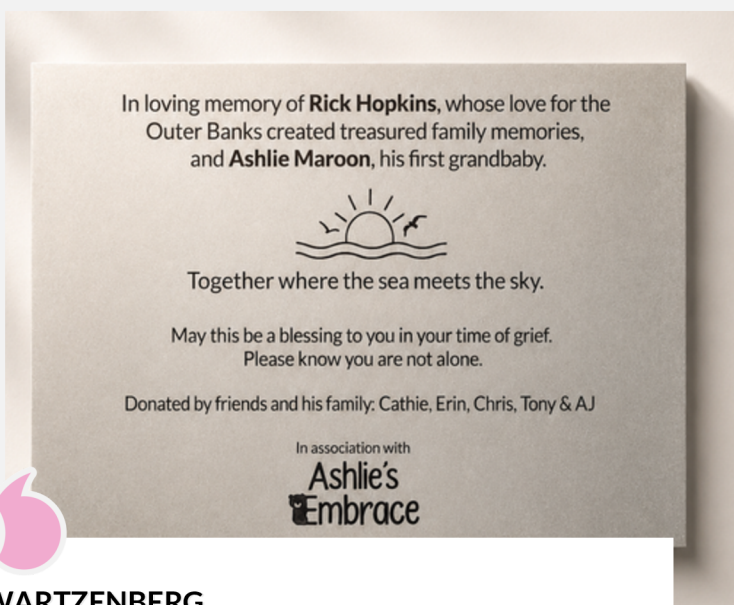
Gift will provide Labor & Delivery nurses with a compassionate care resource for families facing stillbirth and infant loss

NAGS HEAD, N.C. — July 15, 2026 — Outer Banks Health Hospital received a CuddleCot on Wednesday, July 8, during a dedication ceremony with members of the hospital's care team and the family behind the donation.

A CuddleCot is a bereavement cooling device used in hospitals after the loss of a baby. The device gives families the option of spending more time with their baby while creating memories, welcoming loved ones, taking photos, holding their child, and saying goodbye at a pace that feels less rushed.

The CuddleCot was donated personally by Ashlie's Embrace founders Erin and Tony Maroon, along with members of both the Maroon and Hopkins families. The gift is being made in loving memory of Erin's father, Rick Hopkins, and Rick's first grandchild, Ashlie Cathren Maroon, who was stillborn at 41 weeks on October 28, 2015.

For Labor & Delivery teams, a CuddleCot provides an important resource for compassionate bereavement care, allowing nurses to offer families more time, more choice, and a gentler space for memory-making during one of the most devastating moments of their lives. Research has shown that parents deeply value this additional time, often sharing that it helps ease the pain of separation, gives them a sense of control in an otherwise overwhelming moment, and allows them to create meaningful memories and keepsakes that help them hold onto their connection with their child.



JENNIFER SCHWARTZENBERG
DIRECTOR, COMMUNITY OUTREACH & DEVELOPMENT
OUTER BANKS HOSPITAL

“The generous gift of a CuddleCot from Ashlie's Embrace ensures that families experiencing the heartbreaking loss of a baby are given something that cannot be replaced: time. Time to hold their child, create precious memories, and begin the healing process with dignity and compassion.”

> [VIEW FULL PHOTO ALBUM FROM THE JULY 8TH DEDICATION](#)

“This gift is deeply personal for our family,” said Erin Maroon, co-founder of Ashlie's Embrace. “After my dad passed away, our family received donations to place a CuddleCot in his memory. When it came time to choose a hospital, I kept thinking about where this gift would feel connected to him. The Outer Banks held so many treasured family memories for us, and it was one of my dad's favorite places. To know this CuddleCot will now serve families here, in memory of both my dad and Ashlie, is incredibly special to us.”

Rick Hopkins passed away in August 2019. At his memorial service, guests were given seashells as a tribute to his love of the ocean and the many memories his family shared near the water.

Outer Banks Health Hospital, located in Nags Head, serves families across the coastal community, including both year-round residents and seasonal visitors. The addition of a CuddleCot gives the hospital's Labor & Delivery team another way to support families facing the heartbreak of stillbirth and infant loss.



Ashlie Cathren Maroon, 10/28/2015



Rick Hopkins with his daughter and Ashlie's Embrace Co-Founder, Erin Maroon

Ashlie's Embrace was founded in 2016 in memory of Ashlie Cathren Maroon, who was stillborn on October 28, 2015. In the last decade, the organization has donated 416 bereavement cooling devices to hospitals across the United States so families facing stillbirth and infant loss can receive the gift of time.

Ashlie's Embrace continues to raise funds to place cooling units in hospitals nationwide. To learn more about Ashlie's Embrace, support the mission, or help provide the gift of time to another family, visit www.ashliesembrace.org



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