



The cushion that pushes you up



Lois Whittaker
Founder/Owner
Cushie Pushie Company

Lois Whittaker, owner of the Cushie Pushie Company, found the company in August 2007. She is also the inventor of the Cushie Pushie™ Breast Support Pillow, a cushion that supports a mother's breast while nursing. A mother of two boys, Lois developed the concept for her product while breastfeeding her second son in 2006.

Beginning her business career in 1989, Lois owned and operated her own retail collectibles store in Pennington, NJ. With over 14 years of communications and marketing experience, Lois brings both passion and experience to the organization. As working mother and technology director in the financial services industry, Lois wanted to branch out and help other mothers with their day-to-day struggles. Using her web development and e-marketing skills, she brought the Cushie Pushie to market, and sells her products online through her website, www.cushiepushie.com.

A 1989 graduate of the University of Richmond, Lois continued her education online through the University of Phoenix while her first son was a newborn. She completed her MBA with a specialization in E-business in January 2005.

Somehow finding time in her busy schedule to help others, Lois is a volunteer with The Leukemia & Lymphoma Society's Light The Night program. She developed the first national friends and family team, Friends of Heroes (formerly Friends of Allie) in memory of a baby girl who lost her battle to leukemia in 2004. To date, the team is the #1 Friends and Family National team and has raised just shy of \$1 million toward its mission to eradicate pediatric blood cancer and provide a better life for those battling the devastating disease. In March of 2006, Lois was presented with the Vision for Life Award, which recognizes individuals who further the Society's mission by having the vision to "look outside the box" to create and help implement a national program, service or fund raising event. Currently she serves on her local walk committee, and as local team captain and marketing director for the National Friends of Heroes team.

Lois lives in Lawrenceville, NJ with her husband, Ray, and her sons, Ryan who is four years old and Matthew who is two.