

The Emotions of Losing Things and Why It Matters This Mother's Day

Seattle-based startup FoundIt! recently conducted a study of its members exploring the emotional process associated with lost (and found) items.

The result? Losing an item, even a knickknack, can be an intense experience.

"It's incredible how people beat themselves up over misplacing an item," says Director of Marketing, Katie Bandstra. "They feel ashamed, angry, and stupid that they allowed an item to go astray. At FoundIt!, we alleviate those negative emotions by helping members realize that *everyone* loses stuff, but they can take steps to help get it back."

Moms in particular appear to put themselves under an immense amount of pressure when it comes to keeping the family in order.

"Moms have told us about when they lost their kid's toy and still haven't forgiven themselves, even years later," says company founder Peter Nickerson, "Moms are the glue that keep families running; if she loses something, she feels disorganized. It's a quick leap from 'I had a bad day' to 'I'm a bad mom.'"

No one knows this feeling better than Peter who started the company after his daughter lost an art portfolio in the back of a taxi.

"She was devastated. It was hard to see her go through so much suffering," Nickerson recalled, "I thought there had to be a better way."

FoundIt! is dedicated to being an ally for parents everywhere. Growing with significant support from [mom blogs](#) around the country, FoundIt! has become a valuable family tool that is safe for parents and kids. Tagging everything from key chains to video games, families are discovering the relief of getting stuff home and the joy of seeing other people do the right thing.

"When people have an item returned it not only makes their day, it restores their faith in humanity. That's powerful," says Bandstra.

In honor of Moms, FoundIt! is offering a 15% discount for Mother's Day. Use code: LOVEMOM

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Visit <http://www.foundit.net> or contact Erica Rosen: erica@foundit.net or 206.953.6863.

About FoundIt!

FoundIt! is an SMS/Email based lost-and-found retrieval network that connects members and finders seamlessly while keeping personal information private. Members label everyday items with their unique FoundIt! ID using durable stickers and tags. If they misplace something, Finders follow easy instructions to send the owner an instant FoundIt! Alert, allowing the parties to connect in minutes. Founded in Seattle in 2010.