

"Many of the causes of childhood blindness are avoidable, being either preventable or treatable."

- Dr. Clare Gilbert, Global Leader in Childhood Blindness and International Eye Health, LSHTM



KNOW THE GLOW®
PREVENT CHILDHOOD BLINDNESS



Our Mission

KnowTheGlow (KTG) is a US-based non-profit organization whose mission is to eliminate preventable Glow-related childhood blindness worldwide by increasing public awareness of the Glow, or leukocoria. Through its website, social media

and other channels, KTG has been forming global collaborations with health professionals, NGOs, families, and beyond all structured around building awareness regarding the prevalence and outcomes of leukocoria-related eye disease and blindness.

OUR VISION

WE AIM TO GLOBALLY ELIMINATE PREVENTABLE EARLY CHILDHOOD BLINDNESS.



KNOW THE GLOW
PREVENT CHILDHOOD BLINDNESS

OUR MISSION

WE RAISE PUBLIC AWARENESS FOR GLOW-RELATED EYE DISEASES AND DRIVE ACTION TO PREVENT CHILDHOOD BLINDNESS.



KNOW THE GLOW
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OUR PURPOSE

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Message From Our Co-Founder



2025 has been a remarkable year for KnowTheGlow. Our mission has reached new heights as we continue to grow a

truly global network of partners, ambassadors, and advocates. This year we proudly celebrated a major milestone collaborating with 50 partner organizations worldwide, each working to ensure that every child, no matter where they live, has the chance to be seen, diagnosed, and treated in time.

Our growing Africa Program has been one of the most inspiring examples of what this collaboration can achieve. Under the leadership of our Africa Program Manager, we've expanded outreach across the continent, building stronger bridges between doctors, hospitals, and communities. This progress was beautifully showcased at the COECSA Conference in Ethiopia, where our Global Student Ambassador joined forces with multiple retinoblastoma specialists to share insights, strengthen partnerships, and present KnowTheGlow's awareness tools to a vibrant audience of ophthalmologists and vision leaders from across Africa.

Seeing students, physicians, and advocates come together around this shared goal was a powerful reminder that awareness truly knows no borders.

Beyond Africa, we have continued to deepen our collaborations with universities, NGOs, and medical institutions around the world. Our campaigns in Asia, Latin America, and North America continue to create a ripple effect of awareness and hope. What began as one family's story has now grown into a movement spanning continents, languages, and disciplines, all connected by one simple truth: early detection saves sight.

As we look ahead, we are filled with gratitude and anticipation. The groundwork we've laid this year has positioned KnowTheGlow for even greater impact in the years to come. We remain deeply thankful to our volunteers, ambassadors, doctors, and donors who make this journey possible. Together, we are proving that with awareness and unity, blindness that once seemed inevitable can instead be prevented. What an incredible year this has been. We look forward with excitement to all that lies ahead.

Welcome to our New Ambassadors

KnowTheGlow is honored to welcome our newly appointed 2025 Ambassadors, a dynamic group of advocates dedicated to advancing early detection and global awareness of childhood blindness. This year, we proudly recognize Pemije Gadimoh (Global Student Chapter Ambassador), whose leadership continues to unite KTG student chapters worldwide. Joining him are Kyra Dela Cruz (Canada), Ermias Kibreab (Ethiopia), Dr. Priti Pandey

(India), Sameena Tabassum (India), Zaakirah Nayyar (Kenya), Lynn Tarabey (Lebanon), and Ethan Yan (United States), each bringing passion, expertise, and a shared commitment to saving sight. Together, they embody the spirit of KnowTheGlow's mission, strengthening our reach across continents and inspiring communities to recognize and respond to The Glow.



Ruth Ngaruiya, Program Manager for Africa



I joined Know The Glow in January 2025 to support the expansion and coordination of programs across sub-Saharan Africa.

Over the past year,

we have seen steady growth in awareness and collaboration across the region. In 2025, we ran three country-specific digital awareness campaigns in Uganda, Ghana, and Ethiopia each lasting two months. Beyond these campaigns, we continued to drive community engagement, integrate Know The Glow messaging into partner outreach activities. We've also seen a growing willingness among regional eye health networks to align around early detection and prevention of childhood

blindness, which marks an encouraging shift toward sustainability.

Looking ahead to 2026, my goal is to build on this foundation by deepening engagement with professional associations, re-engaging with partners and networks from countries where we previously ran digital campaigns, establishing additional student chapters, and recruiting more ambassadors and volunteers across multiple countries. With adequate funding, we aim to expand awareness efforts to include vision screening, partner with medical institutions to support pediatric ophthalmology fellowships, and strengthen referral pathways so that identification of the white reflex becomes a routine part of pediatric and primary eye care screening. We also plan to extend our reach into Francophone and Southern African countries.

KTG Contributes to St. Jude's EDx

KnowTheGlow was honored to be invited to join the Early Diagnosis (EDx) Working Group, a global initiative led by St. Jude Children's Research Hospital to develop a comprehensive toolkit for the early detection of retinoblastoma and other childhood cancers.

This collaborative effort brings together leading experts and organizations from around the world to strengthen early diagnosis, promote awareness, and improve outcomes for children everywhere. KTG proudly contributed its global insights and

outreach experience, presenting families, healthcare providers, and advocates from over 40 countries, ensuring that awareness of The Glow and other early warning signs of eye disease remain central to the global conversation.

Through this partnership, KnowTheGlow continues to advance its mission to eliminate preventable childhood blindness by sharing knowledge, uniting partners, and amplifying the message that early detection saves sight and lives.

Additional Developments and Partnerships

In 2025, KTG expanded its worldwide network to fifty three partnerships, strengthening coordinated action across Africa, Asia, the Middle East, Europe, and the Americas. This year brought a remarkable group of new collaborators who share our commitment to early detection and the prevention of childhood blindness.

KTG established significant alliances with Alliance Mondiale Contre le Cancer (AMCC) in France, which now supports our Francophone Sub Saharan Africa initiatives, and various organizations in South Africa, which will be central to our awareness campaigns throughout Southern Africa.

Across Africa, KTG welcomed GAF Eye Health Foundation in Uganda, Let Our Children See (LOCS) in Kenya, OKAPI Children's Cancer Foundation in Nigeria, Sight for the Rural

Child in Ghana, the Nigerian Optometric Association in Nigeria, and Charity Vision Somalia in Somalia. Each of these partnerships strengthens community based screening, referral pathways, and education efforts within their regions.

KTG also added new international partners including Breast Cancer Hub in the United States, Fundación Nuestros Hijos in Chile, Retinoblastoma Community Lebanon in Lebanon, and Advanced Center for Eyecare Global (ACE) in the United States. Their collaboration enhances global knowledge sharing, training, and outreach.

Together, these partners broaden KTG's reach and reinforce a unified vision: a world where no child loses sight to a glow that could have been detected in time.



Updates on Medical Advisory Board



In 2025, Dr. Yogita Rajgandhi, Senior Optometrist and Low Vision Specialist at NIMS University and member of KTG's Medical Advisory Board, received

international recognition for her outstanding contributions to public health. She was nominated for the Best Woman Researcher in Public Health Award at the 6th International Inspirational Women Awards (IIWA) 2025, organized by the GISR Foundation in New Delhi. Dr. Rajgandhi was also invited to serve as a Board Director and Panelist at the Eastern Regional Optometry Conference 2025 in Kolkata, hosted by the Eastern India Optometric Association. Her leadership continues to advance the field of optometry and inspire women professionals across India and beyond.



Dr. Aswin Mallipatna and his team have developed innovative 3D pediatric eye models that accurately mimic the spectral properties of both light and darkly

pigmented fundi across a range of pathologies. These models were tested by experienced ophthalmologists, who evaluated their anatomical accuracy, reflex fidelity, and educational value using direct ophthalmoscopy and structured assessments. The models for central retinoblastoma and cataracts showed especially high diagnostic agreement

Ophthalmologists also endorsed the models as powerful tools for training providers to perform and interpret the red reflex test more effectively. Ongoing refinements will focus on improving normative and refractive-error models as part of an iterative validation process.

KnowTheGlow was honored to welcome Dr. Jesse Berry, esteemed member of the KTG Medical Advisory Board, as a featured speaker at our 2025 Annual Board Meeting. Dr. Berry shared inspiring updates on her pioneering work using aqueous humour for the diagnosis and monitoring of retinoblastoma, a technique that continues to revolutionize care for children worldwide.



This year marked a major milestone, as the aqueous liquid biopsy was validated for clinical use, transitioning from research protocol to an established diagnostic tool. The test is now being utilized not only across the United States but also internationally, with samples arriving from around the world, including as far away as Australia, demonstrating the global impact of this breakthrough.

In addition to her scientific advancements, Dr. Berry reflected on her expanding leadership roles as Head of The Vision Center at Children's Hospital Los Angeles and President of the International Society of Ocular Oncology (ISOO, 2024–2026), where she continues to drive innovation, collaboration, and education in ocular oncology on a global scale.

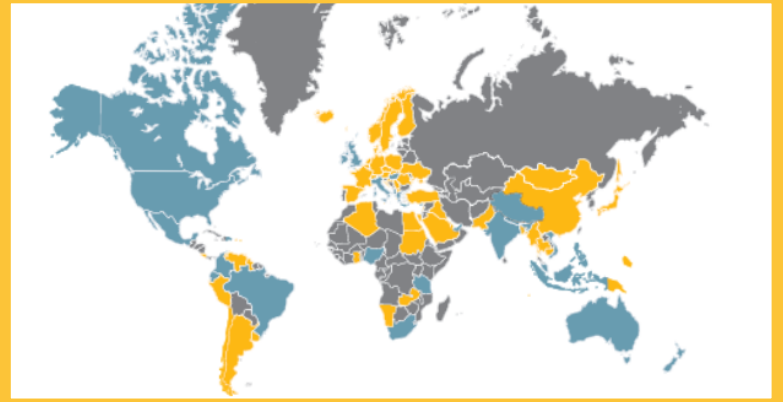
Campaigns in 2025

In 2025, KTG advanced its mission through awareness campaigns in Uganda, Ethiopia, Ghana, Nepal, Tibet, Francophone Sub-Saharan Africa, and Chile, each designed to reach families, train health workers, and engage governments in early detection of childhood eye disease.

Our partnership in Uganda with Eye Health Africa, led by Dr. Innocent, strengthened family education and early screening programs. Working independently in eastern Uganda, Ambrose Wekwanya, Founder of GAF Eye Health Foundation, extended outreach to remote and vulnerable communities, training health workers to recognize The Glow and ensure early referrals.

Collaborating with pediatric specialists and advocates in , increased national awareness of The Glow through schools, hospitals, and media. Across Francophone Sub-Saharan Africa, we launched our first bilingual campaign connecting French- and English-speaking nations. With help from Dr. Karim Assani, who gathered video stories from across the region, the campaign amplified local voices working to prevent childhood blindness.

In Nepal and Tibet, KTG introduced materials in Nepali and Tibetan, partnering with hospitals and advocacy groups to reach rural families. The campaign's debut at the IAPB South East Asia



Conference showcased the power of locally adapted education in promoting early detection.

In Ethiopia, our collaboration with the Alliance Mondiale Contre Le Cancer (AMCC) and COECSA, brought national attention to the need for earlier diagnosis of retinoblastoma and other childhood eye diseases.

Our newest Latin American campaign in Chile with the Ministry of Health, Dr. Marcela Zubieta, and KTG Ambassador Carla Soto Vargas united survivors, families, and physicians through storytelling, media, and physician training to strengthen early detection nationwide. Together, these campaigns highlight KTG's growing global movement to connect nations and empower families everywhere to recognize The Glow early and prevent childhood blindness. In 2026, KTG will expand into China, Mexico, and South Africa, continuing our mission to ensure every child has the chance to see a brighter future.





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PREVENT CHILDHOOD BLINDNESS



KNOW THE GLOW'S
ANNUAL REACH:

2023:
53,546,503

2024:
52,837,005

2025:
87,710,346

OVERALL KPIs:



LINK CLICKS
KNOW THE GLOW ADVERTISING
4,025,299



REACH
KNOW THE GLOW ADVERTISING
44,389,641



IMPRESSIONS
KNOW THE GLOW ADVERTISING
187,849,436

PERFORMANCE BREAKDOWN:



INDIVIDUAL CAMPAIGN PERFORMANCE
KNOW THE GLOW ADVERTISING

CAMPAIGN	CLICKS	REACH	IMPR.
MINI AFRICA CAMPAIGN - ENGLISH	43,602	2,673,298	5,758,907
MINI AFRICA CAMPAIGN - FRENCH	1,449,005	2,452,4207	97,577,645
INDIA CAMPAIGN	2,989	98,874	173,906
UGANDA CAMPAIGN	113,185	1,375,029	8,286,467
NEPAL & TIBET CAMPAIGN	292,471	6,464,096	40,253,748
RB AWARENESS - 2025	1,139,858 (VIEWS)	1,841,529	3,907,053
GHANA CAMPAIGN	308,172	3,069,707	16,573,800
ETHIOPIA CAMPAIGN	652,906	3,154,431	13,315,888
CHILE CAMPAIGN	14,330	166,291	404,999
	8,036,457	87,710,346	374,101,849

Our Champions



Bisrat's Glow Story – Ethiopia

When Ermias Kibreab's infant son, Bisrat, was diagnosed with bilateral retinoblastoma in Ethiopia, his parents faced

fear, cultural resistance, and limited access to care. Guided by faith and determination, they refused to give up. After learning about treatment options in Kenya, the family traveled to Kenyatta National Hospital, where Dr. Kahaki Kimani began chemotherapy. Though Bisrat ultimately lost both eyes, the cancer was contained, and his life was saved.

Now fifteen, Bisrat is thriving as a scholar, disability advocate, and athlete. Fluent in English, Amharic, and German, he hopes to study law and champion inclusion for people with disabilities. His father, Ermias, has since earned a PhD in special needs and inclusive education and works to train teachers and support visually impaired students. Together, they visit hospitals and schools to encourage families and raise awareness about retinoblastoma and the early sign of The Glow.

Their story has become a beacon of hope in Ethiopia, challenging stigma, inspiring early detection, and proving that with awareness and support, every child deserves the chance to shine.

Viviana's Glow Story – Chile

During preparations for KTG's upcoming awareness campaign in Chile, Co-Founder Megan Webber and Director of Global Outreach Helene



Dameris met with Viviana Palomera Venegas, a retinoblastoma survivor whose story embodies resilience and hope. With translation support from Pablo Allard, Vice President of Chile's National Network of Childhood Cancer Survivors, Viviana shared her journey from diagnosis to advocacy.

Diagnosed with retinoblastoma at just 1 year and 8 months, Viviana underwent enucleation of her left eye and chemotherapy at a public hospital in Santiago.

Despite early challenges, she adapted quickly

to her prosthesis, excelled in school, and later pursued a career in oncology nursing—driven by her experience as a childhood cancer survivor. Today, she works with Chile's Ministry of Health, helping train professionals in oncology, family medicine, and mental health.

A mother of twin girls, Viviana remains an active voice in Chile's survivor community, collaborating with leaders such as Carla Soto Vargas and Pablo Allard, and supporting initiatives that improve access to care and prosthetic services. She described KTG's mission as “pure, unique, and noble,” emphasizing the power of survivor stories to guide families through their own journeys.

Viviana's story reflects courage, compassion, and a lifelong commitment to turning personal experience into meaningful impact for others across Chile and beyond.



Harmonee's Glow Story – United States

When Randi Donnay and her family in Dassel, Minnesota noticed a faint white

reflection in their two-year-old daughter Harmonee's eye, they never imagined it would lead to a diagnosis of retinoblastoma. Within weeks, the white spot grew larger, prompting urgent visits to multiple specialists. At the University of Minnesota Masonic Children's Hospital, doctors confirmed Stage E Unilateral Retinoblastoma. On November 11, 2024, Harmonee underwent surgery to remove her right eye, just in time to prevent the

cancer from spreading beyond the optic nerve.

Today, Harmonee is healthy, joyful, and thriving—her energy and resilience shining through every day. Her family now dedicates themselves to raising awareness about early detection and the importance of recognizing *The Glow*.

Her mother, Randi, has joined KTG as a U.S. Ambassador, using their family's experience to help other parents recognize the warning signs of retinoblastoma and advocate for timely care. Together, they share a message of gratitude, hope, and strength, reminding families that early awareness can save sight and lives.

Fundraiser hosted by Jenni Kayne



KnowTheGlow is deeply grateful to Jenni Kayne for generously hosting our 2025 fundraising event at the Brentwood Country Mart. The evening brought together

friends, supporters, and partners in a beautiful setting dedicated to community and purpose. Through the kindness of Jenni Kayne and Poppy Store, who contributed fifteen percent of all sales, along with the enthusiastic participation in our raffle and silent auction, the event raised more than

sixty thousand dollars for our mission to end preventable childhood blindness.

This gathering held special meaning for our community. Many guests came together for the first time since the Palisades fires, creating an atmosphere of warmth, connection, and renewed hope. The event reflected the strength of a community united around the vision of protecting every child's sight. We extend our heartfelt appreciation to Jenni Kayne, to Poppy Store, and to all who stood with us to make this evening such a success.

For more 'Champion' stories, visit <https://knowtheglow.org/category/news/>



COECSA 2025 – Addis Ababa, Ethiopia

KTG was honored to participate in the 2025 COECSA Congress in Addis Ababa, Ethiopia, represented by Ruth Ngaruiya, KTG's Program Manager for Africa, and Pemijie Gadimoh, KTG Global Student Ambassador. Partnering with Alliance Mondiale Contre le Cancer (AMCC) and Dr. Karim Assani, KTG co-hosted an interactive booth that showcased both organizations' shared mission to eliminate childhood blindness and cancer through early detection and awareness.

The congress provided a unique opportunity to connect in person with many long-time collaborators, including Dr. Sadik Sherief, Dr. Purnima Rajkarnikar, Dr. Rebecca Lusoby, Dr. Pius Mwanja, Dr. Mandefro Sintayehu, Dr. Kumale Tolesa, Dr. Bezawit Tadegegn, Dr. Simon Arunga, and Dr. Ciku Mathenge, among others. The booth became a hub for meaningful exchange with representatives from Light for the World, Fred Hollows Ethiopia, CBM, Cure Blindness, Seva, and TanzanEye, who all expressed interest in future collaborations.

A highlight of the congress was the Retinoblastoma Awareness Video Challenge, organized jointly by KTG and AMCC, which drew over 50 creative entries. Dr. Alice Lisa Ouma, Consultant Ophthalmologist at Lighthouse for Christ Eye Center, was announced as the winner and will receive a sponsored trip to attend COECSA 2026 in Uganda.

The KTG booth was further enriched by Ermias Kibreab, KTG Ethiopia Ambassador and father of retinoblastoma survivor Bisrat, whose powerful story deeply moved attendees and emphasized the importance of survivor voices in advocacy and early detection.

Ruth and Pemijie also attended the Women Leaders in Eye Health session, where Ruth joined the Kenyan chapter network, strengthening ties among women in ophthalmic leadership. To close the visit, the team was warmly hosted by TAPCCO (Tesfa Addis Pediatric Cancer Center Organization) for a heartfelt tour filled with music, dancing, and Ethiopian hospitality.

COECSA 2025 marked a milestone for KTG in expanding partnerships, deepening engagement, and amplifying its mission across Sub-Saharan Africa. KTG extends sincere gratitude to all who supported these efforts, including Dr. Kumale, Dr. Bezawit, Dr. Roby, Dr. Abeba, and Dr. Abdurashid Mahmud, for their generous help in translating KTG materials into multiple Ethiopian languages.



Global Ophthalmology Summit – Chicago 2025

In August, Co-Founder Megan Webber represented KnowTheGlow at the Global Ophthalmology Summit in Chicago, where she joined leading experts and advocates from around the world to share insights

and strengthen partnerships in the fight against preventable blindness.

The summit provided a meaningful opportunity to reconnect with longtime collaborators, including Dr. Vera Essuman and Dr. Hornameter Afake from Ghana following KTG's successful awareness campaign there, and Dr. Geoff Tabin of Cure Blindness. Megan also reunited with event host Dr. R.V. Paul Chan and Dr. Hunter Cherwek of Orbis, both long-time KTG allies, and connected in person with Dr. Akwasi Ahmed, Dr. Armie Harper, and Dr. Abeba Tesfay, whose ongoing work continues to advance early detection and treatment for children at risk of vision loss.

Student Chapters and Internships



**University
of Notre
Dame on**

Rare Advocacy Immersion Course

KnowTheGlow is proud to announce its participation in the inaugural Rare Advocacy Immersion Course at the University of Notre Dame, led by Professor Barbara Calhoun. Building on the success of our KnowTheGlow Student Chapter, this new program gives students pursuing studies in Patient Advocacy a unique, hands-on opportunity to advance global

awareness around early detection of glow-related diseases.

Over seven weeks, students will collaborate on research, campaign development, and community outreach projects that directly support KTG's mission to prevent childhood blindness. This partnership not only empowers the next generation of advocates but also strengthens KTG's growing presence in academic and global health circles. We look forward to sharing the inspiring outcomes of their work in the months ahead.



Exciting news from KTG's Manila Central University (MCU) Chapter! The KTG MCU Student Chapter has been honored with the "Best Interest Group Award" for their dedication to raising

awareness about preventable childhood blindness. Congratulations to Joan V. Lituan, this year's KTG Leadership Award recipient, for her outstanding leadership and commitment to impactful initiatives!.



Expanding KnowTheGlow Student Chapters Across Africa

KTG proudly celebrated a historic milestone with the launch of its first African Student Chapter at Bayelsa Medical University (BMU) in Nigeria, a groundbreaking step made possible through the visionary leadership of Dr. Chiwendu Green and the dedication of BMU's passionate optometry students.

Led by Praise Ebure, Chapter President, alongside Alao Divine Tiwatope, Pemije Gadimoh (KTG Global Student Ambassador and Founder of Optoglobe), and Dr. Afe Victor Dania, the BMU chapter has already begun championing early detection and awareness of childhood blindness across Nigeria. This partnership marks the beginning of a powerful student-driven



movement uniting young leaders, educators, and medical professionals in the mission to ensure every child has the chance to see a brighter future.

Building on this success, KTG has expanded its university partnerships with the addition of two new chapters in Africa- at the University of Cape Coast in Ghana and Novena University in Nigeria.



At the **University of Cape Coast**, students are leading the GLOWing With Student Impact initiative, spreading awareness of The Glow and

other early signs of childhood eye conditions through campus events and community outreach.

At **Novena University**, guided by Dr. Innocent Nkollo and led by Chapter President Ekeleni Toritsheneye Amos, students are raising awareness throughout Delta State, focusing on early detection and eye health education in schools and local communities.

We believe that students are the doctors, parents, and changemakers of tomorrow. By engaging them today, KnowTheGlow is building a future where every child's sight can be protected through awareness, education, and timely care.



KTG Partners with TEDx University of Benin

On September 13, 2025, KnowTheGlow proudly served as Lead Sponsor of

TEDx University of Benin, a dynamic gathering of innovators and changemakers under the theme “*Stand Out Beyond the Obvious.*”

Global Student Ambassador Pemije Gadimoh, an optometry student at the University of Benin, delivered an inspiring talk titled “*Where My Change,*” urging the audience to pursue progress over perfection. Fellow volunteer Angel Aroaye introduced attendees to KTG’s mission, emphasizing the importance of early detection and awareness of leukocoria.

The event featured distinguished speakers,

including Dr. Osahon Enabulele, Immediate Past President of the World Medical Association, alongside leaders in law, film, and social entrepreneurship. KTG-branded materials, banners, and digital displays brought strong visibility to the organization throughout the event.

KTG was honored with a plaque of recognition for its outstanding support, while Pemije received special commendation for his impactful presentation. The



collaboration sparked new partnerships, strengthened campus engagement, and expanded awareness of KTG’s mission to end preventable childhood blindness.

Volunteers around the World

KTG’s global progress is powered by one essential force: our volunteers. Their commitment, compassion, and belief in early detection bring our mission into communities that we could never reach alone. Every country, every village, and every family touched by awareness begins with someone who chooses to give time, energy, and heart. Our volunteers create the human connections that transform education into action and action into sight saved.

In 2025, we celebrated the growth of our volunteer network across Africa. We are honored to welcome Dr. Charles Olamidoyin Laizer from Nigeria, Dr. Ambali Olamilekan Ambali from Nigeria, Angel Aroaye from Nigeria, and Melese Kitu from Ethiopia. Each one brings expertise, passion, and a deep

commitment to protecting children from preventable blindness. Their outreach, screenings, community engagement, and advocacy expand KTG’s presence across regions where awareness is urgently needed.

Our volunteers show us that global change is built person by person. They bring our message into clinics, schools, places of worship, and homes. They support families seeking answers and offer hope where early detection can mean the difference between blindness and sight.

We extend our heartfelt appreciation to every volunteer who shares their time and dedication with KTG. Our reach is wider, stronger, and possible because of **YOU**.

KNOW THE GLOW BOARD OF DIRECTORS



Megan Webber, Co-Founder, President

Sandra Roderick, Co-Founder, Vice President/Treasurer



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