

A Second Chance to be One-of-a-Kind: The Rustic Bear Company Story

Every brand has a story, but Rustic Bear Company is a testament to resilience, second chances, and the unwavering belief that with faith, anything is possible. This is a journey defined by love, courage, and the pursuit of dreams once thought lost.

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**LOVE, STRENGTH &
THE ROAD THAT
LED US HERE**



Indianapolis, Indiana Mar 18, 2025 ([IssueWire.com](https://www.issuewire.com)) - Rustic Bear Company, an inspiring venture born from love, resilience, and the courage to begin again, is proud to share its heartfelt story with the world. Founded on the belief that with faith, anything is possible, Rustic Bear Company crafts more than just products—it creates one-of-a-kind pieces that embody the beauty of second chances.

The journey began decades ago when a young girl recognized the raw, untapped talent of a boy who had a gift for craftsmanship. As a teen, she drove from business to business, advocating for his abilities, but life took them on separate paths. Yet, the memory of his talent and the dream of bringing it to the world never faded.

Years later, destiny—and unwavering faith—brought them together again. His talent remained, quiet yet powerful. "Inspired by reconnecting, I was determined not to let his talent stay hidden. "I have always believed that his talent should never go unnoticed and that no matter how long it has been set aside—deserves a second chance," Heather Glover co-owner shared.

The heart of Rustic Bear Company lies the masterful craftsmanship of a builder who transforms forgotten natural materials into timeless, one-of-a-kind creations. Each piece is a second chance for materials once overlooked, reborn into meaningful, beautiful designs that reflect both nature's raw elegance and the skill of the craftsman. His artistry is guided by a deep respect for natural imperfections, honoring the unique character of every grain, knot, and edge.

But Rustic Bear Company is more than a platform for his creativity. It is a testament to her strength and voice. After surviving a traumatic health journey that nearly cost her life, she found herself silenced. But with his love and support, she rediscovered her voice—not to only speak only for corporations, but to share her story of hope and inspire others facing their own trials.

"When we were deciding on the company name, we wanted it to represent our story. I am Rustic—I rebuild with natural materials to honor their history and give them a second chance to become something extraordinary," shared Jason Glover, co-owner. "She is the Bear, fighting through adversity with unwavering strength. Her courage empowered me to step out of my comfort zone, inspiring me to create without fear. My goal will always be to encourage her to use her voice—to share her story and inspire others to believe in second chances."

Today, every handcrafted piece from Rustic Bear Company carries this profound narrative—a message that it's never too late to chase dreams, overcome challenges, and rediscover life's beauty. New products are being added daily, expanding the collections to include not only handcrafted wood designs but also attire, accessories, and uplifting decor that embodies our mission. The company invites all to join this journey, embrace imperfection, and believe in new beginnings.

About Rustic Bear Company

Rustic Bear Company is a lifestyle brand rooted in craftsmanship, resilience, and the beauty of second chances. Dedicated to transforming forgotten natural materials into one-of-a-kind pieces, each product tells a story of hope, courage, and faith. This is their story. And perhaps, it's the beginning of yours too. Learn more at Rustic Bear Company at www.rusticbearcompany.com.

Media Contact

Rustic Bear Company, LLC/Heather Glover

*****@rusticbearcompany.com

3107289951

PO Box 28

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