

Genevieve Piturro - Founder of the Pajama Project, and author of  
*Purpose, Passion and Pajamas: How to Transform your Life, Embrace the  
Human Connection and Lead with Meaning*

**In this Episode:**

- How a little girl's question changed Genevieve's course of life and how a voice inside of her made her "scared" and pause
- The origin of the Pajama Project and how it was planted through a simple question
- The incredible power of Human Connection
- Her journey of giving over 7 million pajamas and books to shelters in US and Puerto Rico
- Genevieve's advice to you who might be wanting to shift and make a huge difference and meaningful impact in this world
- The importance of finding your "cheerleaders"
- Not the power of one, but the power of One-Another and what it means to Genevieve
- How telling a story creates an invisible bond towards one another
- The story of change in her new book Purpose, Passion and Pajama... and how it's very timely in what the world is facing now

**Quotes from this Episode:**

"A voice in me asked: 'if this is the next 30 years of your life, is this enough?'" —Genevieve Piturro

"I was running so fast up the ladder, and it was all distraction." —Genevieve Piturro

"I was caught in between two worlds: my head and my heart." —Genevieve Piturro

"My head was ruling for so long, but when the heart just keeps pounding about what you love, the mind just gives up and goes to work with the heart." —Genevieve Piturro

"We all have that piece of fear and loneliness." —Genevieve Piturro

"Every child has a right for a good night; and a good night for a good day." —Genevieve Piturro

"We need to rally for each other." —Genevieve Piturro

"If you know what you're meant to do, please don't push it further back, because these trying times will come to an end." —Genevieve Piturro

"There's different leaders coming out in all of us." —Genevieve Piturro

"Nobody knows less than me. If I can do it, you can do it, too." —Genevieve Piturro

**3 Pearls of Wisdom from Raquel Vasallo:**

1. "Ask people what their story is and share yours."
2. "Practice patience and compassion."
3. "Don't be hard on yourself."

## Resources:

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Website: <https://pajamaprogram.org/> ; <https://www.genevievepiturro.com/>

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Facebook: <https://www.facebook.com/GenPiturro/>

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Book: [Purpose, Passion and Pajamas: How to Transform your Life, Embrace the Human Connection and Lead with Meaning](#)

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