Sample Press Release

**May is Mental Health Month Focus More Important Than Ever**

*In this time of uncertainty, theme of Tools 2 Thrive may be helpful for achieving balance*

Contact: [NAME, PHONE, EMAIL]

**[CITY, STATE], (DATE)** – While 1 in 5 people will experience a mental illness during their lifetime, 5 in 5 face challenges in life that can impact their mental health. The May is Mental Health Month 2020 theme of Tools 2 Thrive will provide practical tools that everyone can use to improve their mental health and increase resiliency regardless of the situations they are dealing with. We now believe that these tools – even those that may need to be adapted for the short term because of COVID-19 and social distancing – will be more useful than ever.

May is Mental Health Month was started 71 years ago by [AFFILIATE’s] national organization, Mental Health America, to raise awareness about mental health conditions and the importance of good mental health for everyone. Last year, Mental Health Month materials were seen and used by over 83 million people, with nearly 20,000 entities downloading MHA’s tool kit.

In 2020, our theme of Tools 2 Thrive will provide practical tools that everyone can use to improve their mental health and increase resiliency regardless of the situations they are dealing with. MHA always intended to focus the 2020 toolkit this year on resiliency, offering tools to thrive at any time.

Our toolkit includes sample materials for communications and social media as well as printable handouts on the following topics:

* Owning Your Feelings
* Finding the Positive
* Eliminating Toxic Influences
* Creating Healthy Routines
* Supporting Others
* Connecting with Others
* A new infographic about mental health and COVID-19.

“With the development of COVID-19 and the anxiety, fear and isolation that has come with it, these tools and tips are important to helping us each keep our mental health in check,” said [NAME] [TITLE] of [AFFILIATE]. “Recognizing your feelings, finding the routines that lift you up, removing toxic influences and connecting with others – right now virtually – can go a long way in helping you develop your own mental health #tools2thrive.

As part of Mental Health Month, we are also launching the #MillionInMay campaign, designed to get *one million mental health screens* for MHA’s Online Screening Program. [Mhascreening.org](http://mhascreening.org/) is home to nine verified mental health screens, that offer individuals a quick, free and private way to assess their mental health and recognize signs of any problem before crisis occurs. MHA is asking everyone share our #MillionInMay campaign to your friends and colleagues, to your community, and on social media - and help direct people to the screening program throughout the month of May.

For more information on May is Mental Health Month, visit MHA’s website at www.mhanational.org/may.

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