



PRESS RELEASE

FOR IMMEDIATE RELEASE

Shelter, Inc. Joins Fourth Annual 'Mental Health Action Day' on Thursday, May 16th

More than 2,300 organizations, brands and influential leaders around the world including SHOWTIME/MTV, Big Brothers Big Sisters, Pinterest, NBA, Sesame Workshop and U.S. Surgeon General Dr. Vivek Murthy will activate on the theme "dedicate one hour to connection." Learn more at www.MentalHealthActionDay.org

Arlington Heights, IL - Shelter, Inc. announced their participation, in partnership with more than 2,300 leading brands, nonprofits and cultural leaders globally, in the fourth-annual Mental Health Action Day, to be held on Thursday, May 16. Spearheaded by SHOWTIME/MTV Entertainment Studios and TaskForce, Mental Health Action Day is an open-source and decentralized global movement to encourage and empower people to take action for mental health. This year's call to action is to dedicate one hour to social connection.

"We are proud to come together with this diverse group of influential and purpose-driven partners who share our commitment to empowering and encouraging people to shift from mental health awareness to mental health action," said Erika Soto Lamb, Vice President of Social Impact Strategy at MTV Entertainment Studios. "When we recognize that mental health is health, we have an opportunity to demystify, destigmatize and normalize taking actions to help ourselves and each other."

This year's call to action is to dedicate one hour to CONNECTION. Participants are encouraged to take their first steps towards mental health action — whether for themselves, for their loved ones or to advocate for systemic changes through a wide range of tools. Free resources and tools, such as an employer toolkit and platforms for hosting and organizing events, are available for organizations and groups to help support their audiences through a myriad of ways - from starting a meditation practice to learning how to support a friend to advocating for change.

Cultural leaders, brands and organizations including TikTok, Pinterest, The Trevor Project, and the National Council for Mental Wellbeing, are among those joining Mental Health Action Day 2024. A full list of partners is available at mentalhealthaction.network/partners.

Founded in 1975, Shelter, Inc. is a leader in Chicagoland for providing emotional and physical care, programs, and services that children need to build safer, healthier, and brighter futures. Shelter Inc. is the only agency in Illinois to provide comprehensive and community-based services for children and families at risk and in need. Programs include emergency housing, transitional living, foster care, home visiting and mental health support services. Learn more at www.shelter-inc.org.

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