

FOR IMMEDIATE RELEASE

Friday, June 21, 2024

MEDIA CONTACT FOR ACTIVE MINDS

Romelo Wilson; rwilson@westendstrategy.com; 202-714-4178

MEDIA CONTACT FOR ALEXANDER STEWART

Kathy Reilly; kathy@permanentpressmedia.com; 718-766-2528

Grant Thompson; grant@permanentpressmedia.com; 718-766-2528

Singer-Songwriter Alexander Stewart Named Newest Active Minds Ambassador

Alexander Set To Be A Keynote Speaker At Active Minds' 2024 Mental Health Conference

WASHINGTON – [Active Minds](#) proudly announced today that singer-songwriter **Alexander Stewart** will serve as the organization's newest ambassador, continuing his longstanding dedication to mental health advocacy and transparency regarding his mental health challenges.

With heart-wrenching, vulnerable songs like [“if you only knew”](#) and [“I’m trying.”](#) Alexander is an outspoken advocate whose lyrics speak to his own experiences with anxiety, depression, and OCD. He recently released the music video for his song [“reflection”](#) to close out Mental Health Awareness Month and sat down for an episode on Q with Tom Power where he chatted about the tough topic and meaning behind the song. You can check out a clip from their conversation [here](#).

Active Minds, the largest youth mental health nonprofit in the U.S., is thrilled to partner with Alexander, who is no stranger to the organization's work. Alexander performed at an activation for the launch of A.S.K., Active Minds' signature program, at last year's MTV VMA's Block Party in New York, where he spoke about his experiences with mental health and promoted action to support ourselves and those around us.

“Growing up, I didn’t always know how to ask for the help that I needed,” Alexander says, “but as I started finding the right resources, going to therapy, and talking to my friends and family, it helped. Navigating this part of my life and has helped me grow into the person I am today, and if I can help someone else along their mental health journey, whether it’s sharing part of my story through a song I write, talking to my fans after a show, or posting something on social media, then that’s what I’m going to do. I’m honored to be working with an organization like Active Minds, and I can’t wait to see what work we’re able to do together.”

Alexander will be a keynote speaker at Active Minds' [2024 Mental Health Conference](#) on Friday, August 2nd in Washington, D.C. The conference will bring together 400 college- and high school-aged mental health advocates from across the country to share ideas and advance knowledge about mental health education, advocacy, and awareness.

As its newest ambassador, Alexander partners with Active Minds to broaden the conversation about mental health and create lasting change in how mental health is discussed, cared for, and valued, ensuring that no one struggles alone. A [recent survey](#) of U.S. college and university students found that nearly two-thirds (64.7%) report feeling lonely, and the majority (51.7%) are concerned about their friends' mental health.

“Alexander’s openness and honesty with his fans is important and admirable,” said **Alison Malmon, Founder & Executive Director of Active Minds**. “He is building connection, empathy, and an understanding of shared concern, which is the best way to promote honest conversations about mental health. We are thrilled he is joining us.”

To connect with Alison Malmon, founder and executive director of Active Minds, please contact Romelo Wilson at 202-714-4178 or rwilson@westendstrategy.com. To connect with Alexander Stewart, singer-songwriter and Active Minds Ambassador, please contact Kathy Reilly at kathy@permanentpressmedia.com and Grant Thompson at grant@permanentpressmedia.com.

###

About Active Minds

Active Minds is a leading non-profit organization dedicated to promoting mental health awareness and providing resources for mental health support, with an emphasis on mobilizing youth and young adults. With a mission to reduce stigma and encourage open conversations, Active Minds is a pivotal force in fostering a supportive mental health community. To learn more, visit www.activeminds.org.

About Alexander Stewart

With over half a billion streams to his name, Alexander Stewart’s skyscraping pop sound and heartbreaking anthems have made him one of Spotify’s Pop Rising Artists to Watch this year and 2023’s second most-viewed artist on TikTok in Canada. His recently released debut album *bleeding heart* has earned over 200 million streams and features his massive hit “i wish you cheated,” which launched with a viral TikTok campaign that saw over 45 million views and led to his late-night TV debut performance on *The Tonight Show Starring Jimmy Fallon*. Following his performance, the single became a Top 20 radio hit and broke into Billboard’s Hot 100 chart in Canada. The album also includes “if you only knew,” taken from the independent Toronto-born singer-songwriter’s last EP, which Alexander debuted an emotional performance of on *Late Night With Seth Meyers* and was named one of Rolling Stone’s “Songs You Need To Know.” Alexander has previously toured with other artists including Charlie Puth, Benson Boone, and Eric Nam, and he just wrapped his international headlining “bleeding hearts tour,” performing in front of his rapidly growing fan base that has expanded to nearly 600 million global streams, 690 million views on YouTube and 140 million likes on TikTok. Follow Alexander Stewart: [Website](#), [TikTok](#), [Instagram](#), and [YouTube](#).

