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National Recording Artist Justine Skye Named Mental Health Ambassador with Active Minds

With over 130 million streams worldwide, Skye brings her powerful voice to the mental health conversation, inspiring youth and young adults to prioritize well-being.

Washington, D.C.— Today, [Active Minds](#), the largest nonprofit dedicated to mobilizing youth and young adults to transform the culture surrounding mental health, proudly announced [Justine Skye](#), national singer-songwriter and actress, as the organization's newest Ambassador.

Skye, the Brooklyn-born artist who began her music career at just 17, has rapidly ascended in the industry with hundreds of millions of streams and collaborations with stars like Timbaland, and Justin Timberlake. Following her artistic reintroduction in 2021 with the album *Space & Time*, Skye has showcased her multifaceted talent, including her late-night television debut on *The Tonight Show Starring Jimmy Fallon* and a prominent role on the hit series *Grown-ish*. Her recent single "Collide" became a viral sensation on TikTok, accumulating 130M streams worldwide, proving her enduring appeal in the ever-evolving music landscape.

"As someone who grew up in the era of social media such as Tumblr and TikTok, mental health has become super important to me," said **Justine Skye**. "I see the effects it has on the youth and myself, at times, and I wanted to be part of an initiative like Active Minds because they're doing everything they can to help combat these issues."

With Skye's passion for encouraging youth and young adults to prioritize their mental health, she will contribute to Active Minds' efforts to address the growing mental health crisis among youth. A [recent survey](#) of U.S. college and university students found that nearly two-thirds (64.7%) of them report feeling lonely, and most (51.7%) are concerned about their friends' mental health. With [youth suicide rates](#) on the rise, Active Minds aims to broaden the conversation about mental health and create lasting change in the way mental health is discussed, cared for, and valued, to ensure that no one struggles alone.

"Justine Skye is a beacon of hope and creativity," said **Alison Malmon, Founder and Executive Director of Active Minds**. "Her ability to connect with young people through her music and personal journey makes her the perfect advocate for our cause. We are excited to work together to inspire a generation to prioritize mental health and support one another in their struggles."

As an Active Minds Ambassador, Skye will participate in various initiatives, including public speaking engagements, social media campaigns, and events designed to raise awareness and foster community support around mental health.

To connect with Justine Skye, please contact Ceri Roberts at ceri.roberts@warnerrecords.com. To connect with Alison Malmon, founder and executive director of Active Minds, please contact Dante Worth at 585-709-7754 or dante@activeminds.org.

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.