

FOR IMMEDIATE RELEASE

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Get Active For World Mental Health Day with Active Minds

October 10th, 2024 – Active Minds is thrilled to participate in World Mental Health Day (WMHD) on October 10th. This year's theme, "Get Active for World Mental Health Day," aligns perfectly with our mission to foster open dialogue and promote mental health awareness. We'll be encouraging everyone to take proactive steps towards improving their mental well-being. Let's change the conversation together.

Key activities include a [live event in partnership with TikTok](#), where influencers and mental health advocates will engage in a meaningful discussion about youth mental health. The event will feature Brandi Pretlow, VP of Community Programs at Active Minds, alongside [Active Minds Ambassador, Ignacio Serrichio](#). Attendees can expect insightful conversations and practical advice on fostering mental health awareness.

In addition to the live event, Active Minds will host a social media takeover on WMHD, encouraging everyone to get involved with three core activities:

1. **Workout Together:** Promote the [Team Active Minds](#) program to encourage physical activity as a tool for mental health.
2. **Walk with a Friend:** Encourage supportive conversations through the [A.S.K. digital YouTube experience](#), emphasizing the importance of connection and dialogue.
3. **Engagement on Social Media:** Participants are invited to share their experiences and encourage mental health awareness through video messages tagging Active Minds (@active_minds).

Active Minds is proud to announce that celebrities such as [Justine Skye](#), renowned singer-songwriter and actress; [Alexander Stewart](#), music artist and mental health advocate; [Katie Fang](#), YouTuber, and [Dayna Altman](#), author, have joined the initiative by sharing impactful videos on our social media platform. Their contributions not only amplify the message of mental health awareness but also inspire their followers to take part in the activities planned for WMHD. By leveraging their platforms, these artists are helping to break the stigma surrounding mental health and encouraging open conversations about well-being within their communities.

You can view videos on our Instagram story throughout the day [here](#).

"World Mental Health Day is an opportunity to bring attention to the importance of mental health and to encourage everyone to take simple steps towards support and awareness," said Alison

Malmon, Founder & Executive Director. “We are committed to making these activities accessible and impactful, ensuring that more people can engage in meaningful ways.”

Active Minds encourages all supporters to join in on World Mental Health Day (WMHD) by sharing videos that promote mental health awareness, tagging us on social media (@active_minds), and getting involved in local chapter activities. We also invite you to share your stories about how staying active has positively impacted your mental health. These stories can be featured in our blogs, newsletters, and other communications. Please send your submissions to communications@activeminds.org.

For more information on World Mental Health Day activities and to get involved, visit activeminds.org.

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About Active Minds: Active Minds is the largest nonprofit in the United States mobilizing youth and young adults to change the culture around mental health. By amplifying the collective, diverse voice of youth and young adults, we are building a movement of lasting champions who improve mental health norms, forever changing how mental health is valued and prioritized in society. To learn more, visit www.activeminds.org.