

**For Immediate Release**

**[Insert Date of Release]**

**For additional information or to arrange interviews, contact:**

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**MEDIA ADVISORY**

**[Agency or Community Name] to Celebrate Children’s Mental Health Acceptance**

**What:** Children’s mental health advocates, ranging from children, youth, their families, providers and other stakeholders throughout the community will join together on [date] to celebrate Children’s Mental Health Acceptance Week, joining a statewide and national campaign throughout May to address our nation's youth mental health crisis further exposed by the COVID-19 pandemic.

**When:** [Date]

[Time]

**Where:** [Name of Venue]

[Address, city, state zip]

**Who:** [List of speakers and/or other participants with their titles]

**Why:** In December of 2021, the Surgeon General issued an advisory highlighting the urgent need to address our nation's youth mental health crisis further exposed by the COVID-19 pandemic. Never has this been more urgent, as the nation and state see an alarming rise in the incidence of mental health concerns in children. One in five people will experience a mental illness at some point in their lives. Bias and discrimination toward individuals who experience mental health challenges creates a barrier to seeking treatment — and it must be eliminated.

**Registration:** [Any registration information if needed]

**Information:** [Background on organization or agency leading the event]

**Visuals:** At approximately [time], [estimated number] of participants will gather and promote children’s mental health by [discuss event specifics here that will be of interest to local media].