**Promotion Tools**

*Includes:*

* Pre-Event Media Alert Template
* Post-Event Press Release Template
* Each Mind Matters Take-One Flyer (for print)
* Each Mind Matters Style Guide
* CD: Digital Promotion Images & Funding Attribution

Includes logos, funding statements and style guide for Each Mind Matters

**[HOST ORGANIZATION LOGO]**

**MEDIA ADVISORY TEMPLATE**

**(pre-event)**

**[ORGANIZATION NAME] TO HOST COMMUNITY SCREENING FOR**

**“A NEW STATE OF MIND”**

***Groundbreaking New Documentary Shatters Misconceptions about Mental Illness***

**WHAT:** On [DATE], [ORGANIZATION] will host a screening of “A New State of Mind: Ending the Stigma of Mental Illness,” a documentary narrated by award-winning actress Glenn Close. “A New State of Mind” tells the stories of everyday Californians who have lived with a mental illness, shattering myths as it highlights their hope, resilience and recovery.

After the screening of the hour-long documentary, attendees will have the opportunity to hear the stories of local [REGION] residents and ask questions to better understand how they can make a difference in their families and communities.

**WHEN:** [DATE and TIME]

RSVP by [RSVP DUE DATE] to [RSVP CONTACT]

**WHERE:** [VENUE ADDRESS]

**WHO:** [LIST NAMES AND TITLES OF PANEL PARTICIPANTS, AS APPROPRIATE, OR DESCRIBE THEIR ROLES GENERALLY, e.g. “Local college student who lives productively with bipolar disorder”]

**WHY:** One in four American adults suffers from a diagnosable mental health illness in any given year, but many don’t seek help because of fear of judgment, isolation and discrimination. The stigma associated with mental illness can be more destructive than the illness itself.

Through the stories of real Californians “A New State of Mind: Ending the Stigma of Mental Illness,” viewers will see that mental health challenges are more common than they think, that they can be managed and that recovery is possible.

The documentary was produced as part of a comprehensive statewide effort to increase the number of people who seek early help for mental challenges by reducing stigma and discrimination associated with mental illness. Stigma and Discrimination Reduction is one of three Prevention and Early Intervention Initiatives spearheaded by CalMHSA, an organization of county governments working together to improve mental health outcomes for individuals, families and communities.

To learn more about “A New State of Mind: Ending the Stigma of Mental Illness” and California’s mental health movement, visit EachMindMatters.org.

**CONTACT:** [MEDIA AND COMMUNITY CONTACT NAME, EMAIL AND PHONE]

**PRESS RELEASE TEMPLATE**

**(post-event)**

**FOR IMMEDIATE RELEASE CONTACT:** [Name]

[Email/Phone]

**[ORGANIZATION NAME] HOSTS SCREENING FOR “A NEW STATE OF MIND”**

***Groundbreaking New Documentary Shatters Misconceptions about Mental Illness***

[DATE] -- [CITY] – On [DATE OF EVENT], [ORGANIZATION] hosted a community screening of “A New State of Mind: Ending the Stigma of Mental Illness,” an inspiring documentary that tells the stories of everyday Californians who have lived with a mental illness, shattering myths as it highlights their hope, resilience and recovery.

After the screening of the hour-long documentary, the audience met a panel of local [REGION] residents, who shared their own stories of overcoming mental illness and the stigma associated with it.

[INSERT QUOTE FROM PANEL PARTICIPANT]

Other panelists included: [INSERT NAMES OF SPEAKERS AND STORY REFERENCES, AS APPROPRIATE.]

One in four American adults is living with a diagnosable mental illness in a given year, but due to fears of stigma and discrimination, many will not seek the help they need. Through the stories of real Californians, viewers of “A New State of Mind” can see that mental health challenges are more common than they think, that they can be managed and that recovery is possible. Elyn Saks, professor of law at the USC Gould School of Law and author, former U.S. Congressman Patrick Kennedy and five-time Olympic medalist diver Greg Louganis are among the many subjects profiled in the hour-long documentary, which is narrated by award-winning actress Glenn Close.

[INSERT QUOTE FROM EVENT ATTENDEE]

“A New State of Mind: Ending the Stigma of Mental Illness” was produced as part of a comprehensive statewide effort to increase the number of people who seek early help for mental challenges by reducing stigma and discrimination around mental illness. It is a Prevention and Early Intervention program of California Mental Health Services Authority (CalMHSA), an organization of county governments working together to improve mental health outcomes for individuals, families, and communities, and funded by the voter-approved California Mental Health Services Act (Prop. 63).

To watch “A New State of Mind: Ending the Stigma of Mental Illness” online, and learn more about California’s mental health movement, visit [EachMindMatters.org](HTTP://EACHMINDMATTERS.ORG).

*-more-*

**PRESS RELEASE TEMPLATE (cont.)**

**About [NAME OF HOST ORGANIZATION]**

[INSERT BASIC INFORMATION ABOUT YOUR WORK HERE]

**About the California Mental Health Services Authority (CalMHSA)**

CalMHSA is an organization of county governments working to improve mental health outcomes for individuals, families and communities. Prevention and Early Intervention programs implemented by CalMHSA are funded through the voter-approved Mental Health Services Act (Prop 63). Prop. 63 provides the funding and framework needed to expand mental health services to previously underserved populations and all of California’s diverse communities.

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