



Clubhouse International

Creating Community: Changing the World of Mental Health

For Immediate Release

Tuesday, April 13, 2021

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First National 'Mental Health Action Day' Aims to Drive People to Take Action for Better Mental Health

One year into COVID-19 and amidst a growing mental health crisis, Clubhouse International and nearly 200 organizations team up to plan inaugural 'Mental Health Action Day' on May 20

Learn more at www.MentalHealthActionDay.org

New York, NY -- [Clubhouse International](http://ClubhouseInternational.org) in partnership with 193 leading brands, nonprofits and cultural leaders today announced the first-ever **Mental Health Action Day**, to be held on Thursday, May 20 during Mental Health Awareness Month.

Over the past two decades, suicide rates have risen, particularly among young adults, and challenges of isolation and anxiety faced by people living with mental illness continue to create obstacles to living healthy, fulfilling lives; the COVID pandemic has accelerated the already dire crisis, giving way to what many mental health professionals have called the "second pandemic."

Though more people than ever are comfortable discussing mental health, finding effective resources and knowing how to get help remains a challenge. **Mental Health Action Day** is an open-source movement of brands, organizations and cultural leaders to drive mental health awareness to mental health action.

Partners will encourage people to take action towards better mental health care -- whether for themselves, for their loved ones or to advocate for systemic changes. Resources and tools will be available for people to seek help in a myriad of ways from finding a Clubhouse, learning how to support a friend, or advocating for change.

Partners To Date:

- 320 Changes Direction
- AARP
- Active Minds
- Administration for Children and Families
- AIM Youth Mental Health
- AIR - Attitudes In Reverse®
- Aliento
- Alma



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- American Foundation for Suicide Prevention
- AmeriCorps
- batyr
- Ben & Jerry's Homemade Inc.
- BET
- BetterUp
- Blue Shield of California's BlueSky Initiative
- Born This Way Foundation
- Boys & Girls Clubs of America
- BRAVO SIERRA
- Bring Change to Mind
- Charity Bomb
- Chipotle Mexican Grill
- Cities Thrive Coalition
- City of Kindness
- CivicGeorgia
- Clubhouse International
- CMT
- Coalition of Asian Pacifics in Entertainment (CAPE)
- Color Of Change
- Comedy Central
- Comedy Gives Back
- Communities In Schools®
- Compass Coffee
- Complex Networks
- Cope Notes®
- Crisis Text Line
- CURA Strategies
- Didi Hirsch Mental Health Services
- DoSomething.org
- Dr. Lorna Breen Heroes' Foundation
- Drumming for Your Life Institute
- Empathy Rocks
- Empire Vets
- End Rape On Campus
- Entertainment Industries Council, Inc. (EIC)
- Eventbrite
- EVERFI
- Falkora Mental Health and Neutrotech Initiative
- FaZe Clan
- Feeding America®
- Fender Musical Instruments Corporation
- Find Your Anchor
- First Responders First
- Fountain House
- FourBlock
- General Assembly
- Generation S.O.S.
- GI Go Fund
- GIPHY
- Give an Hour
- GLAAD
- Grit Digital Health
- Gympass
- #HalfTheStory
- HeadCount
- Headspace
- Health Action Alliance
- Hilinski's Hope
- Hillel International
- Hines Foundation
- Home Base
- Hope For The Day
- Hopelab
- Inseparable
- International Mental Health Association (IMHA)
- It's On Us
- JobPath Partners
- Joyful Heart Foundation
- JV Agency
- kate spade new york
- Kenneth Cole
- LogoTV
- Long Island Alzheimer's Dementia Center
- Love is Louder
- MAD TASTY
- March for Our Lives
- MedCircle
- Mental Health America
- #MentalHealthPH
- Mentally Aware Nigeria Initiative (MANI)
- Morgan Stanley
- Movember
- MTV
- Musack
- MusiCares
- Muslim Advocates



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- Muslim Public Affairs Council
- National Alliance on Mental Illness (NAMI)
- NAMI Westside Los Angeles
- National Action Alliance for Suicide Prevention
- National Alliance for Hispanic Health
- National Safety Council
- NBCUniversal
- Never Alone Mental Health & Suicide Prevention
- NEXUS
- NM Impact Ltd.
- NoStigmas
- Notes for needs
- NowMattersNow.org
- NowThis
- Number Story
- Office Depot
- On Our Sleeves®
- One Love Foundation
- One Mind
- Operation Homefront
- Overtown Youth Center
- Painted Brain
- Panorama Global
- Paramount Pictures
- Paramount Network
- PAUSE+EXPAND
- Peer Health Exchange
- Penske Media Corporation
- Plant People
- Poder Latinx
- Pop TV
- Project Healthy Minds
- Psych Hub
- Puffco
- Punk Rock Food Drive
- Queens Gaming Collective
- Rare Beauty by Selena Gomez
- Reddit
- Represent Justice
- RespectAbility
- Rise Above The Disorder
- Rock to Recovery
- Saint City Culinary Foundation (iheardyou.org)
- Sana Benefits
- Sanvello Health
- Shatterproof
- SHOWTIME®
- Simon Wiesenthal Center Museum of Tolerance
- Smithsonian Channel
- Snap Inc.
- Songs That Saved My Life
- Sound Mind Live
- Special Olympics, Inc.
- Storyline Partners
- Stronger Than Stigma®
- Student Veterans of America
- Substance Abuse and Mental Health Services Administration (SAMHSA)
- Taskeen Health Initiative
- TaskForce
- Teen Line
- The Ad Council
- The Chopra Foundation
- The Clinton Foundation
- The Jed Foundation
- The John F. Kennedy Center for the Performing Arts
- The Kennedy Forum
- The Lewis Prize for Music
- The Mental Health Coalition
- The National Council for Behavioral Health
- The People Concern
- The Trevor Project
- The Upswing Fund for Adolescent Mental Health
- Therapists in Tech
- Therapy for Black Girls
- theSkimm
- THIRA Health
- Thrive Global
- TimelyMD



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- TIME'S UP Foundation
- To Write Love on Her Arms
- Too Small To Fail
- Trans Lifeline
- TV Land
- Two Chairs
- Uber
- UNICEF
- United Nations Verified
- Unite The United
- United Suicide Survivors International
- United Way Worldwide
- Univision Communications Inc.
- VH1
- ViacomCBS
- ViacomCBS Veterans Network
- Vibrant Emotional Health
- VICE Media Group
- Vice Ventures
- Victoria's Secret PINK
- VidCon
- Watering Seeds
- Wounded Warrior Project
- YouTube

Mental Health Action Day is being planned in partnership with TaskForce, a cultural organizing agency that builds capacity for those taking on the most pressing challenges facing our communities, our nation and our world.

"We are stronger when we stand together. At Clubhouse International and on behalf of our global network of Clubhouse communities, we call on governments everywhere to invest in meaningful support, services and opportunities for people overcoming mental illness. It is time for all of us to join the conversation. Mental health is everyone's business. Let's make Mental Health Action Day 2021 the start of something big! Be part of the change. Speak up for mental health." **Joel D. Corcoran, Executive Director and CEO of Clubhouse International**

Additional participants and more information about how each partner will activate on May 20 will be forthcoming.

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About Clubhouse International, a global organization working to end social and economic isolation for people with mental illness, via its 330 Clubhouses in 34 countries. Clubhouses offer resources and opportunities for recovery and living healthy, fulfilling lives.