

Mental health **BEGINS WITH *Me!***

MEDIA ALERT

World Mental Health Day – 10 October 2015

ATTENTION EDITORS AND CHIEFS OF STAFF

Mental Health Australia is running a campaign to mark World Mental Health Day on 10 October 2015, and highlight the role we all play in our own good mental health and wellbeing.

This important event on the mental health calendar coincides with National Mental Health Week and the ABC's Mental As campaign. This year, Mental Health Australia has partnered with a number of organisations to spread the word and help break down stigma and encourage help-seeking behaviour.

NEWS ANGLE

Mental Health Australia will be releasing unique and exclusive research regarding the wellbeing of Australians in the week leading up to 10 October.

BACKGROUND

The campaign calls on Australians to make a personal mental health promise to themselves at the website <https://1010.org.au>.

Partners for this year include Telstra, Lifeline Australia, headspace, Neami National, the Mental Health Council of Tasmania, and The Pharmacy Guild of Australia. In addition we are being assisted by the Australian Department of Health, the Australian Department of Defence, and the Northern Territory Government.

For all enquiries regarding World Mental Health Day, call:

Chris Wagner – 0434 378 939

Peter O'Rourke – 0409 558 723

OCTOBER 10 | WORLD MENTAL
HEALTH DAY

**Mental Health
Australia**

What's your mental health promise? **1010.ORG.AU**