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NATIONAL SUICIDE PREVENTION LIFELINE ANNOUNCES NEW, INNOVATIVE RESOURCES FOR INDIVIDUALS IN CRISIS

NEW SERVICES HIGHLIGHT NATIONAL SUICIDE PREVENTION WEEK OUTREACH

New York, NY (August 31, 2009) – National Suicide Prevention Lifeline (1-800-273-TALK), the service administered by Link2Health Solutions, Inc., a wholly owned subsidiary of the Mental Health Association of New York City, acknowledges National Suicide Prevention Week (September 6 – 12) and encourages people in crisis and those who may be concerned for their mental and emotional health to use the Lifeline and its new, innovative services and resources. On average, the Lifeline receives about 50,000 calls per month from people in crisis.

Recently, the National Suicide Prevention Lifeline has enhanced and expanded the support systems available to individuals contemplating suicide and begun to utilize social media to increase awareness and recognition of mental illness. The Lifeline is growing its presence on social networking sites, including [Twitter](#), [YouTube](#), [MySpace](#), and [Facebook](#); beginning September 6, MySpace will run 3,000,000 Lifeline advertisements per month.

New online and multimedia tools and resources available to the public 24 hours a day, 7 days per week, include:

- **Veterans Chat**

An online chat service for veterans in emotional distress, available through the National Suicide Prevention Lifeline website (www.suicidepreventionlifeline.org/veterans);

- **Video Series**

The first volume of the National Suicide Prevention Lifeline's *Stories of Hope and Recovery* video series, which tells the story of Terry Wise, a well-known author, speaker and co-chair for the Lifeline Consumer and Survivor Subcommittee, who survived a suicide attempt. A downloadable version of the award-winning video is now available on the Lifeline Website (www.suicidepreventionlifeline.org);

- **Lifeline Gallery**

On the newly redesigned Lifeline Gallery website (www.lifeline-gallery.org), visitors can view various celebrity avatars, email them to friends, and access an embedded code that allows an

avatar to be placed on social networking profiles and other Websites. Currently, there are more than 400 stories from suicide survivors and suicide prevention advocates featured on the site.

“During this time of economic crisis and in light of recent suicides executed while online, the Lifeline is further utilizing the broad reach of the internet to convey its message of help and hope,” said Giselle Stolper, CEO of Link2Health Solutions, the organization that administers Lifeline. “We are committed to linking individuals in New York City and across the country to vital information about available treatment and services, through traditional and multimedia vehicles.”

About the Mental Health Association of New York City (MHA-NYC) and Link2Health Solutions

Mental Health Association of New York City (MHA-NYC) is a non-profit organization that addresses mental health needs in New York City and across the nation. It is a local organization with national impact and has a three-part mission of advocacy, education and mental health services. MHA-NYC identifies unmet needs and develops culturally sensitive services and programs to improve lives while promoting the importance of mental wellness. www.mhaofnyc.org

Link2Health Solutions, a wholly-owned subsidiary of MHA-NYC, is a leading innovator developing technology and communications infrastructure critical for supporting the emotional well-being of individuals and communities in need. Through its service networks and agency partnerships, Link2Health Solutions provides high-quality, scalable programs that reach over 500,000 people nationally every year. www.link2healthsolutions.org

About the National Suicide Prevention Lifeline

The National Suicide Prevention Lifeline 1-800-273-TALK (8255) is a nationwide network of 140 local crisis centers. Lifeline is federally funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by Link2Health Solutions, a wholly owned subsidiary of MHA-NYC. Launched in January 2005, Lifeline provides free and confidential crisis counseling to anyone in need 24 hours a day, 7 days a week by calling 1-800-273-TALK. www.suicidepreventionlifeline.org

MEDIA NOTE:

Dr. John Draper, Project Director, National Suicide Prevention Lifeline, is available to discuss these new resources as well as how to detect if someone you know may be contemplating suicide. Please contact Jessie duPont, Goodman Media International, (212) 576-2700 ext. 223 / jdupont@goodmanmedia.com to schedule an interview.

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