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FOR IMMEDIATE RELEASE

Rap Artist Logic Releases Song “1-800-273-8255,” Highlights the National Suicide Prevention Lifeline as Resource

The new song is named after the Lifeline’s national phone number and encourages individuals in crisis to reach out.

NEW YORK, N.Y. (April 28, 2017) – Today, Def Jam artist Logic released his single “1-800-273-8255” ahead of his upcoming album *Everybody*. The song is an anthem that shares a story of an individual in crisis who finds help, and encourages his fans and other individuals in crisis to contact the [National Suicide Prevention Lifeline](#) for support. Alongside the song’s release, several montage video PSAs were created and released that feature Logic’s fans expressing how his music has helped them, as well as the Lifeline logo and phone number.

The song “1-800-283-8255 (National Suicide Prevention Lifeline),” featuring Alessia Cara & Khalid, details the story of a person in suicidal crisis who calls the Lifeline and finds hope through the support of a Lifeline crisis counselor. “In [this

song] we hear a person at the end of their rope,” says Logic. “We then hear words from the perspective of the Lifeline counselor who in turn gives them many reasons to keep fighting for their life.... Finally, we hear the caller express their new lease on life and outlook on a life that they thought was over but had actually been far from it all along.”

The National Suicide Prevention Lifeline has long shared the message that suicide is preventable, and that healing, hope, and help are happening every day. For every person who dies by suicide, there are 278 individuals annually who think seriously about suicide but do not die. These untold stories can change lives.

“By sharing these stories of recovery from individuals who have been there and have survived their own crises, we can change the conversation about suicide from one of tragedy and isolation to one of hope,” says Dr. John Draper, Director of the National Suicide Prevention Lifeline. “It’s an honor for us to be working alongside Logic to help people in despair find hope and meaning.”

The Lifeline’s national network of local crisis centers provides free and confidential emotional support to people in crisis 24 hours a day, 7 days a week, across the United States. The National Suicide Prevention Lifeline is funded through the [Substance Abuse and Mental Health Services Administration](#) (SAMHSA) and administered by the [Mental Health Association of New York City](#) (MHA-NYC).

“At MHA-NYC, we thank Logic for raising awareness of the Lifeline’s 24/7 services, sharing a powerful story of hope and recovery, and adding his creative voice to the message of suicide prevention,” says Kimberly Williams, President of the Mental Health Association of New York City.

Listen to [the song here](#) or watch [the PSA videos here](#). If you are in the United States and in crisis or emotional distress, call the Lifeline at 1-800-273-TALK (8255) at any time. For more information about the Lifeline, visit [suicidepreventionlifeline.org](#).

[About the National Suicide Prevention Lifeline:](#)

The National Suicide Prevention Lifeline provides free and confidential emotional support and crisis counseling to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 150 local crisis centers, uniting local resources with national standards and best practices. Funded by the U.S. Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by the Mental Health Association of New York City, the National Suicide Prevention Lifeline is a leader in suicide prevention and mental health crisis care. Since its inception in 2005, the Lifeline has engaged in innovative public messaging, development of best practices in mental health, creative partnerships, and more to improve crisis services and advance suicide prevention for all. suicidepreventionlifeline.org

About The Substance Abuse and Mental Health Services Administration (SAMHSA):

The Substance Abuse and Mental Health Services Administration (SAMHSA) is the agency within the U.S. Department of Health and Human Services that leads public health efforts to advance the behavioral health of the nation. SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities by making substance use and mental disorder information, services, and research more accessible. To learn more about these services and resources, visit www.samhsa.gov.

About the Mental Health Association of New York City (MHA-NYC):

The Mental Health Association of New York City is a non-profit organization with local roots and national reach. For over 50 years, MHA-NYC has been leading the way in mental health through our three-part mission of service, advocacy and education. Our mission is to identify unmet needs and develop culturally sensitive programs to improve the lives of individuals and families impacted by mental illness while promoting the importance of mental health. We break down barriers by providing care directly to those who need it, utilizing state-of-the-art telephone, text and web-based technologies to respond to community needs where and when that help is needed. We work every single day to save lives and assist those in crisis while providing millions more with the help they need before a crisis can occur. www.mhaofnyc.org

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