

PRESS RELEASE
ZEELAND'S 1ST ANNUAL *be nice. COMMUNITY ACTION MONTH*

March 8, 2017, Zeeland, MI: Please join Zeeland Mayor Kevin Klynstra as he designates the month of May as Zeeland's 1st annual, "*be nice. Community Action Month*".

As a community, Zeeland has spent the last few years focusing on and developing a greater understanding and passion for mental health awareness, education, prevention and intervention. Through tragedy and statistical trends, it has become imperative that we as a community do all we can to support and promote our mental health. Simply put, our goal is to raise awareness and lower stigma through community awareness, promotions and discussion, surrounding the *be n-i-c-e* tool, which generates positive engagement around mental health.

In partnership with the Mental Health Foundation of West Michigan, churches, ZPS, community leaders, parents and students, our inaugural "*be nice. Community Action Month*" will provide an opportunity for the community to address and create greater awareness around this significant public health issue.

You can help make a difference during the month of May! Please consider how you might be part of the solution and help grow awareness while lowering the stigma surrounding mental health!

The month-long initiative will begin with the *Love and Lean Walk for Mental Health Awareness*. being held Saturday, April 29, 2017 at the Zeeland East High School soccer field. The event starts at 8:30 a.m. This annual walk was inspired by the loss of Zach Kroll, a sophomore at Zeeland East, who silently suffered from depression and died by suicide on February 1, 2015. More information and registration can be found at: <https://loveandleanwalk.eventbrite.com>

Together as a community we can have a huge impact on how someone THINKS, ACTS AND FEELS. Your mental health is just as important as your physical health. Let's not just talk about it, let's be about it!

Here is the game changer:

N-NOTICE...signs of depression or other changes in someone's behavior.

I-INVITE...yourself to initiate a conversation.

C-CHALLENGE...the stigma; communicate important resources.

E-EMPOWER...yourself with the knowledge that you can have an effect on how someone thinks, acts and feels.

For more information please contact...

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