**MEDIA ADVISORY**

**SUICIDE PREVENTION WEEK IS SEPT. 7-13**

***EVENTS IN [COUNTY] ENCOURAGE RESIDENTS TO KNOW THE SIGNS AND REACH OUT***

**WHAT:** Sept. 7-13 marks the 41st annual Suicide Prevention Week with the theme *Preventing Suicide: Reaching Out and Saving Lives*. People in California and around the world will come together to spread awareness about the warning signs of suicide and offer support to those who have lost someone to suicide.

[INSERT DETAILS OF KEY ACTIVITIES FOR MEDIA TO ATTEND/COVER]

To highlight the week in Santa Barbara County, hundreds of supporters will take part in the Coastal Suicide Prevention Walk on Saturday, Sept. 12 from 9 a.m. to noon. Hosted by the Santa Barbara County Department of Mental Health and local service organization Transitions, the walk will begin at Coastal Park and follow a scenic 5-mile route along the coastline to end at City Beach. Walkers and families are welcome to stay for a mental wellness event that will include inspirational speakers and organizations that will empower everyone from youth to seniors with the tools, technologies, resources and crisis support needed to prevent suicide.

**WHEN:** [INSERT DATE]

Media Check-In: [INSERT TIME]

**WHERE:** [INSERT LOCATION NAME]

[INSERT ADDRESS]

**WHO:** [INSERT WHO WILL SPEAK AT THE EVENT AND/OR SPOKESPEOPLE AVAILABLE FOR INTERVIEW]

**VISUALS:** [INSERT DESCRIPTION OF KEY VISUALS THAT WILL HELP MEDIA TELL THE STORY]

**WHY:** Events in [COUNTY] and across the state will help promote *Know the Signs*, the suicide prevention initiative of Each Mind Matters: California’s Mental Health Movement, which empowers people to know the warning signs of suicide, find the words to offer help to someone, and reach out to local resources like crisis hotlines and support groups that can provide care. With funding from the California Mental Health Services Authority (CalMHSA) through the voter-approved Mental Health Services Act (Prop 63), *Know the Signs* has helped millions of Californians gain the knowledge and confidence to intervene with someone at risk for suicide. Learn more about statewide Suicide Prevention Week activities at EachMindMatters.org/events.

**MORE:** For event information, visit [COUNTY WEBSITE OR EACH MIND MATTERS EVENT PAGE]

**CONTACT:** [NAME], XXX-XXX-XXXX or XXX-XXX-XXXX

[EMAIL]

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