**For Immediate Release** Contact:

Phone:

Email:

**[Name of school, participating organizations, etc.]** **Joins Keep It in Mind Celebration**

*Supporting student mental health helps to build a stronger, more resilient school community.*

**[CITY, STATE] ([Date])** – **[Name of school, participating organizations, etc.]** in **[city]** will foster a day of mental health awareness for all its students on **[INSERT DATE].**

**[Insert a paragraph about your unique Keep It in Mind Event including who is involved, when it is taking place, and what is occurring during the event]**

**Keep It in Mind** highlights the critical need to prioritize mental health among students as a foundation for academic and personal success. Creating space to talk openly about emotional well-being reduces stigma, empowers students to seek help when needed, and fosters a culture of empathy and understanding. When schools actively support students’ mental health, they create a safer, more inclusive environment where every student feels seen, supported, and equipped to thrive.

Penn State PRO Wellness supports **[Name of school, participating organizations, etc.]s’** Keep It in Mind efforts by providing promotional materials and technical assistance to help schools make mental and emotional wellness a priority.

**[Include additional information about your program and how it fits into the larger picture for the community]** For additional local information, please contact **[name]** at **[phone number: if possible, give a cell phone number or other number that enables the media to contact the individual during the event].**

**For additional information, please visit these websites:**

Penn State PRO Wellness [med.psu.edu/PROwellness](http://med.psu.edu/PROwellness)

**[INSERT SCHOOL DISTRICT NAME]** **[INSERT LINK TO DISTRICT WEBSITE]**