



FOR IMMEDIATE RELEASE

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KRP Communications

San Francisco's Hometown Creamery Donating a Portion of Sales to Support Mental Health Awareness this Sunday

The nationwide mental health and suicide prevention organization works to break down the taboo of talking about mental health to save lives.

SAN FRANCISCO – Local favorite [Hometown Creamery](#) is donating a portion of sales from its unique VW ice cream truck this Sunday to Breaking Taboo supporting our efforts to promote mental health and suicide prevention.

“We are excited to have the support from San Francisco’s Hometown Creamery to continue to champion our message of mental health awareness and suicide prevention education,” said Serena Hope Sun, Breaking Taboo organization’s founder and director. “We are thankful that Hometown Creamery owners brothers Adar and Saadi Halil continue to give back to the community and support our cause.”

A portion of all sales on Sunday, March 21 from 12:30 p.m. to 5 p.m. from the Hometown Creamery ice cream truck along with tips will be donated to Breaking Taboo. The truck will be at the Marina Green on Marina and Cervantes boulevards. Hometown Creamery offers a variety of unique flavors along with traditional favorites and always handmade from scratch.

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Breaking Taboo reaches nationwide through social media, on-line resources and virtual events. Breaking Taboo works to end the stigma frequently associated with mental health which, if gone untreated, can lead to suicide. The social media aspect of Breaking Taboo can resonate with generations that have grown up on social media – Millennial Generation and Generation Z.

“We believe that starting conversations about mental health and suicide prevention is a first step toward ending the taboo and saving lives,” Sun said.

If you are contemplating suicide, immediately contact 9-1-1 for emergency services or call the [National Suicide Prevention Hotline](#) at 800-273-8255 to speaking with trained counselors. [Online chat](#) is also available 24/7.

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About Breaking Taboo:

Breaking Taboo, a 501(c)(3) non-profit organization, was started in 2015 after Serena Hope Sun lost yet another close friend to suicide. Deciding that she was sick of losing people, she started creating a documentary film in order to educate people, and a movement soon evolved. To educate and save as many lives as possible by providing them with accessible and useful information, Breaking Taboo evolved into a fiscally sponsored nonprofit. Mental health and suicide cross all boundaries, and the all-inclusive Breaking Taboo aims to reflect that. Breaking Taboo is a modern solution on an age-old problem that appeals to the Millennial Generation and Generation Z just as much as retired veterans. Learn more about at [Breaking Taboo](#). We are also available on social media platforms: [Twitter](#), [Facebook](#) and [Instagram](#).