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FOR IMMEDIATE RELEASE

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KRP Communications

## Set to Shine Jewelry Donating a Portion of Sales in April to Support Mental Health Awareness

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

[Set to Shine](#) jewelry is donating a portion of its profits in April to Breaking Taboo helping our continuing effort to breaking down the taboo of talking about mental health and suicide.

“We are thankful for Set to Shine for seeing the value in Breaking Taboo’s efforts and making the donations that will help us to continue our message of mental health awareness and suicide prevention education,” said Serena Hope Sun, Breaking Taboo organization’s founder and director. “We are grateful to Set to Shine and its owner, Laura Mrugalski.”

Set to Shine, which offers hand-made one-of-a-kind jewelry, donates a portion of its proceeds to a different charity each month. Breaking Taboo will receive 20 percent of profit on all sales during the month of April.

“I chose Breaking Taboo this month after resonating with the mission and message of this organization,” said Mrugalski, owner and founder of Set to Shine jewelry. “I and many others around me have faced the reality of losing a loved one to something that could have been

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prevented if society didn't deem the subject taboo. I am honored to support such a wonderful cause and look forward to not only this month of partnership, but many more.”

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 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](#).