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FOR IMMEDIATE RELEASE

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KRP Communications

## **Breaking Taboo Joins the First National ‘Mental Health Action Day’ Encouraging Mental Health Awareness and Suicide Prevention**

*More than 600 organizations will take action on May 20 to combat the growing need for mental health care exposed by the ongoing COVID-19 pandemic*

Breaking Taboo today announces it is joining with the MTV Entertainment Group and more than 600 other nonprofits, government agencies and cultural leaders to participate in the first-ever [Mental Health Action Day](#) on Thursday, May 20, during Mental Health Awareness Month.

“The COVID-19 pandemic exasperated the mental health crisis and people in need require effective and accessible tools to cope,” said Serena Hope Sun, Breaking Taboo organization’s founder and director. “The need for mental health and suicide prevention awareness is critical at this time as we all struggle with the economy, racial justice and the rise of hate.”

Mental Health Action Day is an open-source movement of brands, organizations and cultural leaders to drive culture from mental health awareness to mental health action.

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.

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“This is a critical moment to shift our culture from mental health awareness to mental health action and MTV is proud to come together with diverse cross-sector leaders on this inaugural day to encourage and empower people to take action -- for themselves, for their loved ones or for the systemic changes needed to improve our social and emotional wellbeing,” said Erika Soto Lamb, Vice President of Social Impact Strategy at MTV Entertainment Group.

Additional participants and more information about how each partner will activate on May 20 will be forthcoming. More on Mental Health Action Day and a current list of partners can be found at [MentalHealthActionDay.org](https://MentalHealthActionDay.org).

If you are contemplating suicide, immediately contact 9-1-1 for emergency services or call the [National Suicide Prevention Hotline](https://NationalSuicidePreventionHotline.org) at 800-273-8255 to speaking with trained counselors. [Online chat](https://NationalSuicidePreventionHotline.org) 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](https://BreakingTaboo.org). We are also available on social media platforms: [Twitter](https://Twitter.com/BreakingTaboo), [Facebook](https://Facebook.com/BreakingTaboo) and [Instagram](https://Instagram.com/BreakingTaboo).

#### **About Mental Health Action Day:**

Mental Health Action Day is an open-source movement of brands, organizations and cultural leaders to drive culture from mental health awareness to mental health action. The first Mental Health Action Day will take place on May 20, 2021 with a mission to encourage and empower people to take mental health action -- whether for themselves, for their loved ones or to advocate for systemic changes, because mental health is health. Learn more at [MentalHealthActionDay.org](https://MentalHealthActionDay.org)