



FOR IMMEDIATE RELEASE

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KRP Communications

Celebrate National Ice Cream Month and Feel the Cool Happiness

Breaking Taboo wants everyone to experience some happiness and joy this summer.

Today starts National Ice Cream Month and Breaking Taboo encourages everyone to take some time and enjoy the frozen treat with family and friends. Sometimes we just need something to make us happy.

“Ice cream can make us happy, and we are all for the things that bring joy in our lives,” said Serena Hope Sun, Breaking’s founder and director. “Remember when you were younger, nothing made you happier than hearing the song from the ice cream truck. So grab your favorite flavor and celebrate National Ice Cream Month with us.”

July was first designated as National Ice Cream Month and the third Sunday in July as National Ice Cream Day by then President Ronald Regan in 1984.

There are some scientific reasons why we feel happy when we eat ice cream. The major ingredient in ice cream is milk which is high in [L-tryptophan](#), a natural calming agent for the nervous system. Low levels of L-tryptophan have been seen in people with depression.

“Put a little joy in your life by celebrating National Ice Cream Month,” Ms. Sun said. “Lots of ice cream parlors and trucks are having special flavors to celebrate, try one or maybe try them all. It is National Ice Cream Month after all.”

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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.

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 at [Breaking Taboo](#). We are also available on social media platforms: [Twitter](#), [Facebook](#) and [Instagram](#).