FOR IMMEDIATE RELEASE

BVMS & BHHS Families Invited to Join a Candid Conversation with 60 Celebrities about Mental Health Wellness for Teens

“STRONGER THAN YOU THINK” PROGRAM FOR TEENS
3 DAY LIVESTREAM EVENT MAY 27-29, 2pm - 7pm

May 26, 2020 -- Beverly Hills, CA - Beverly Hills High School’s NormanAid Wellness Center in partnership with the creators of the Teen Choice Awards, along with NAMI, One Mind and Matthew Silverman Memorial Foundation invites Beverly Vista Middle School and Beverly Hills High School families to join a 3 day livestream event featuring over 60 stars with musical performances, candid interviews, and open conversations about mental health wellness for teens. The celebrity packed event hosted by Kelly Osbourne, Laurie Hernandez, Jordin Sparks, Jeannie Mai and Brandon Marshall, will take place this Wednesday, May 27 through Friday, May 29, from 2:00pm to 7:00pm each day. It will be distributed across multiple digital platforms including YouTube, Facebook, Twitch, and TikTok.

NormanAid is proud to partner with Teen Choice Awards, NAMI, One Mind, and Matthew Silverman Memorial Foundation to create a live event that will not only inspire BVMS & BHHS students & parents with personal stories shared by celebrities, but will also provide an opportunity to ask questions to today’s most relevant talent, including Charli D’Amelio, Adam Lambert, Kesha, Lauv, Noah Cyrus, Yara Shahidi, Machine Gun Kelly, Dove Cameron, Chase Stokes, Liam Payne, Alesso, Carli Lloyd, Glenn Close, Howie Mandel, Jewel and many more.

“We’re so excited to represent BHUSD on the producing team of Stronger Than You Think. Although our initial planned format to host student & parent assemblies at BVMS campus has been modified due to COVID-19, we feel that the conversation is more relevant than ever during these challenging times,” said Alison Norman-Franks, NormanAid founder and Wellness Counselor. “Our partners share the same vision to create a campaign focused on addressing the stigma surrounding mental illness. With celebrities sharing their personal journeys with our students, and joined by our mental health experts, we can make an even greater impact,” she added.

The Stronger Than You Think three-day livestream will combine candid conversations with over 60 celebrities, musical performances, and advice from mental health professionals to broaden the conversation and erase the stigma of mental health issues
for teens and young adults. The program brings a great conclusion to Mental Health Awareness Month.

The ever-growing list of celebrities involved includes hosts Laurie Hernandez, Kelly Osbourne, Jordin Sparks and Jeannie Mai, with guests Adam Lambert, Alesso and Liam Payne, Becky G, Carli Lloyd, Carly Pearce, Charli D'Amelio, Chase Stokes, CNCO, Dove Cameron, Elohim, Emily Kinney, Emma Chamberlain, G. Herbo, Grace VanderWaal, Haley Kiyoko, Howie Mandel, Hunter Hayes, Jack Gilinsky, Jameela Jamil, Jewel, Jim Kwik, K Camp, Karina Smirnoff, Kate Nash, Kesha, Lauren Jauregui, Lauv, Lexi Underwood, Lil Yachty, Lindsay Ell, Lydia Night, Machine Gun Kelly, Madison Bailey, Madison Beer, Margaret Cho, Maurice Benard, Mayim Bialik, Noah Cyrus, Pat Monahan, Prince Royce, Quinn XCII, Ross Szabo, Sharon Osbourne, Tammin Sursok, Taraji P. Henson, Tyler Glenn, Yara Shahidi and Zhavia as well as Brandon Coleman, Chris Hubbard, Dominique Easley, Oday Aboushi and Zach Moore of the NFL.

The show will provide encouragement and resources for a wide range of mental health struggles experienced by teens including anxiety, depression and stress – compounded by the COVID-19 pandemic. There has been a 40% increase in requests for support and assistance weekly since the quarantine began.

There will be an opportunity for students and/or their parents to pose questions to the talent and the experts. They can send their questions in advance to info@styt.org. Head to http://styt.org/ and follow us on Instagram at instagram.com/STYTorg, Twitter at twitter.com/stytorg, Facebook at https://www.facebook.com/stytorg/, TikTok at tiktok.com/@stytorg, Twitch at twitch.com/stytorg, and use the official hashtag #STYT to follow along, submit questions, and for the latest news.

**EVENT COLLABORATORS**

The **Stronger Than You Think** initiative was developed by the creators of the Teen Choice Awards, along with the National Alliance on Mental Illness (NAMI), the nation’s leading grassroots organization providing mental health support, advocacy, and education for youth and everyone.

**Stronger Than You Think** is produced in association with mental health nonprofit One Mind, which focuses on research and the science of mental and brain health.

Additional partners and sponsors include the Crisis Text Line, Matthew Silverman Memorial Foundation, Paradigm Treatment, Resolutions Teen Center and Resolutions Therapeutic Services, and BNI Treatment Centers. From a digital perspective, Rooster Teeth will lend their roster of digital talent, social media, and live stream channels to amplify this campaign to their millions of dedicated community members. Rooster Teeth
fans can tune into RTTV during the campaign for more live streams supporting Stronger Than You Think’s important message about mental health including chill gameplay.

“With the increase in mental health issues facing young people today, there is a tremendous need for a program such as Stronger Than You Think. NAMI is excited to provide the much-needed information teens and parents desire, and through Stronger Than You Think, we know we can make a difference,” said NAMI Director of Partnerships Katrina Gay.

“One Mind is proud to be able to help bring Stronger Than You Think to audiences worldwide and shed light on the important issues of brain health. We need community now more than ever and we are so grateful for the voices sharing their stories and being able to drive the conversation forward,” said One Mind President Brandon Staglin, who will share his personal experience of being diagnosed with schizophrenia as a teenager during the livestream.

This is the farthest-reaching national media program to address the mental health challenges facing our teens. Stronger Than You Think will now reach teens where they live – online. The producers are working with school systems across the U.S. to create awareness of this livestream to their students since the necessity is widely recognized.

One in six young people experience a mental health condition each year -- nearly 60 million Americans. Once the coronavirus crisis is over and it is safe to interact, Stronger Than You Think will continue to utilize celebrities and experts to talk with students about mental health.

Monies raised during the livestream will benefit the ongoing work of NAMI. All donations from Stronger Than You Think will be made using technology provided by Tiltify, the most popular charity fundraising platform for content creators and livestreams. Tiltify enables streamers to get involved and donate on whichever platform they use most frequently to connect with their audiences.

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About NAMI: The National Alliance on Mental Illness is the nation’s largest grassroots mental health organization dedicated to improving the lives of individuals and families affected by mental illness. nami.org | facebook.com/nami | instagram.com/namicommunicate | twitter.com/namicommunicate #NotAlone
NAMI HelpLine: For support, information and referral, contact the NAMI HelpLine at 800-950-6264 or visit NAMI.org. If you are in a crisis, contact the Crisis Text Line by texting ‘N-A-M-I” to 7417414.

About ONE MIND:
One Mind is a leading international mental health non-profit that accelerates collaborative research and advocacy to enable all individuals with brain health conditions to build healthy, productive lives. By working from science to patients to society, One Mind advances a three-pronged strategy of accelerating discoveries, improving services and transforming societal culture.

OneMind.org | facebook.com/OneMindOrg | Instagram.com/OneMindOrg | Twitter.com/OneMindOrg

About NormanAid Wellness Center:
Beverly Hills Unified School District and Beverly Hills High School is committed to serving a diverse student body by providing counseling, conflict mediation, crisis management and wellness programs that facilitate students' academic and life goals.

The NormanAid Wellness Center (NAWC) has a team of 15 counseling interns and 12 peer counselors. The NAWC counseling team provides ongoing weekly, short-term, and group counseling services for the entire student body, parents, staff, and on average has over 2000 individual counseling sessions every year.

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