



www.mpoweryouth.org

What is mpower?

mpower: musicians for mental health is a national youth awareness campaign launched by the National Mental Health Association in October, 2003. mpower harnesses the power of music to reach youth about depression, substance abuse, suicide and other important issues, and empower them to take action for their own mental health.

Who's on board?

mpower is working with a diverse coalition of artists, music industry executives, mental health advocates and youth leaders to help raise awareness and fight the stigma that continues to prevent the 1 in 5 youth with mental health problems from seeking help.

Artists: mpower's supporting artists represent all genres of music and include Michelle Branch, Third Eye Blind, the Bouncing Souls, Vanessa Carlton, Dar Williams, James Taylor, Jackson Browne, the Neptunes, The Pietasters, Fat Joe and a growing number of bands from all across the country. All have agreed to lend their name to the cause; some are going beyond that by sharing their own experiences with mental health issues, reaching out to their fans at concerts and participating in media activities.

Advisory Council: mpower's advisory council includes senior executives from companies such as MTV, Clear Channel Entertainment, Capitol Records and The Firm who are providing strategic direction and serving as a voice within the industry for the mental health field.

Youth Leadership Council: As consumers, musicians and mental health advocates, this diverse group of young adults and teens are sharing their stories, guiding mpower's messages and activities and engaging their peers in an effort to fight the stigma that so many of them have encountered first-hand.

Sponsors: mpower is proud to be working with leading corporations to make a positive difference in the lives of millions of young people. mpower recognizes the following corporations and associations for their generous support: MTV Networks, philosophy, Target and the Recording Industry Association of America.

What are we doing and planning?

We're targeting young people nationally and locally through:

- ◆ Media outreach & radio PSAs
- ◆ Concerts & festivals, CD compilations
- ◆ School forums & concert tours
- ◆ Peer-to-peer outreach
- ◆ mpoweryouth.org
- ◆ Educational materials & resources
- ◆ Cause-marketing campaigns
- ◆ Band-sponsored events & promotions

How can I get involved?

There are a number of opportunities to help spread the word and support mpower ranging from signing on as a supporting artist or youth member, sharing a story, and organizing a benefit concert to donating a song, buying a shirt, linking to our site and sharing mpower's materials with people you know. We invite you to learn more at www.mpoweryouth.org and get involved today!