



Press Contact

Emily Gest, Rubenstein: 212-843-8061

Egest@rubenstein.com

Adam Pockriss, Rubenstein: 212-843-8286

Apockriss@rubenstein.com

EMBARGOED UNTIL FRIDAY, APRIL 28, 11:00 AM E.T.

Celebrities – Including Emma Stone, Lena Dunham, Michael Phelps and Jesse Eisenberg – Join the Child Mind Institute’s Month-Long #MyYoungerSelf Social Campaign to End the Stigma Associated with Mental Health and Learning Disorders

In Powerful, Homemade Videos, Rachel Bloom, David Cross, Todd Fisher, Stephen Fry, Hannah Hart, Colton Haynes, Tommy Hilfiger, Jay Leno, Patrick Kennedy, Howie Mandel, Keke Palmer, and Others Offer Hope to the One in Five Children Struggling Today

(New York, N.Y. – April 28, 2017) — The Child Mind Institute (CMI) today announced its first-ever #MyYoungerSelf social media campaign, bringing together nearly three dozen actors, professional athletes, fashion designers, authors, politicians, advocates and other influencers who will share personal videos about growing up with a mental health or learning disorder and the advice they would give their younger selves about how to persevere. By speaking out, they will eradicate stigma and show children still struggling that there is a brighter future ahead.

Every day in May, Mental Health Awareness Month, a new, homemade video and childhood photo of a celebrity, including Academy Award winner Emma Stone, Olympian Michael Phelps, actors Jesse Eisenberg, Lena Dunham and David Cross, director/producer Brian Grazer and fashion designer Tommy Hilfiger, will be revealed on the Child Mind Institute’s social media channels and web site (<https://SpeakUpForKids.org>). Everyone can get involved by liking and sharing the celebrity videos, accessing resources and sharing their own #MyYoungerSelf stories.

Of the 74.5 million children in the United States, an estimated 17.1 million have or have had a mental health disorder — more than the number of children with cancer, diabetes and AIDS combined. In spite of the magnitude of the problem, lack of awareness and entrenched stigma keep the majority of these young people from getting help. Children and adolescents struggling with these disorders are at risk for academic failure, substance abuse and a clash with the juvenile justice system — all of which come at tremendous cost to them, their families and communities.

“We are grateful to have so many notable figures participating in #MyYoungerSelf and speaking up about such an important topic,” said Dr. Harold Koplewicz, Founding President of the Child Mind Institute. “I know that their inspiring stories will help millions of families open up about their own mental health and learning disorders and seek out the help their children deserve.”

Other campaign participants include: Nancy Brinker, Rachel Bloom, Tracy Clayton, Paul Dalio, Wayne Brady, Todd Fisher, David Flink, Stephen Fry, Davis Guggenheim, Dan Harris, Hannah Hart, Colton Haynes, Jenny Jaffe, Kay Redfield Jamison, Naomi Judd, Patrick J. Kennedy, Jay Leno, Governor Dannel P. Malloy, Howie Mandell, Brandon Marshall, Daphne Merkin, Marti Noxon, Lt. Governor Gavin Newsom, Keke Palmer, Ty Pennington, Jane Rosenthal, Trudie Styler, Elizabeth Vargas, Ali Wentworth and Henry Winkler.

In his video, David Cross – who has struggled with depression — offers this advice to his younger self: “Go get some help now. Don’t wait as long as you did. Don’t let it go on for years and years and years. The sooner you get help, the sooner you get over this idea that it means you’re weak or you’re less of a person or you’ve lost to it. You’ll have better days ahead.”

Tommy Hilfiger, whose dyslexia was diagnosed later in life, tells his younger self – and others struggling with the disorder -- not to keep concerns a secret. “I was embarrassed to talk to my teachers and my family about it. But if something is bothering you, if you think you have a challenge, reach out to an adult and allow them to help you.”

Speak Up for Kids

The #MyYoungerSelf campaign is part of the Child Mind Institute’s annual signature public education effort, Speak Up for Kids, held each May to promote children’s mental health. In its seventh year, the Speak Up for Kids campaign celebrates people making change in children’s mental health and provides accurate information to the media, families, educators and leaders that empowers them to speak up for kids.

On May 9, the Child Mind Institute will host its annual Change Maker Awards at the Highline Ballroom, honoring the work of individuals and organizations working to improve children’s lives and helping to transform the field of children’s mental health. As part of the evening, the Child Mind Institute will host its first fundraising event on Facebook Live where people can donate directly on Facebook.

Corporate Partners

Bloomingdale’s, the Child Mind Institute’s founding corporate partner, will be a key supporter of the May campaigns. As part of the partnership, Bloomingdale’s will allow shoppers the opportunity to participate in the campaign by offering online gift cards with 10% of their value (available in amounts between \$10 and \$1,000) benefitting the Child Mind Institute. In addition, Bloomingdale’s will support the Child Mind Institute’s efforts to increase visibility through an email campaign linking viewers back to [SpeakUpForKids.org](https://www.speakupforkids.org), information on [Bloomingdales.com](https://www.bloomingdales.com) and a highly visible full page ad in the *New York Times* promoting the campaign running on Mental Health Awareness day, May 4th.

Hunter has been a founding partner of the Speak Up for Kids campaign since its inception in 2010. As part of its support this year, Hunter will match all donations generated through email

outreach during the month of May, doubling the impact of financial support for this public awareness campaign. Hunter will also support outreach efforts to increase visibility through email and social media channels.

For press and media content downloads, please visit <http://speakupforkids.org/press>

About the Child Mind Institute

The Child Mind Institute is an independent, national nonprofit dedicated to transforming the lives of children and families struggling with mental health and learning disorders. Our teams work every day to deliver the highest standards of care, advance the science of the developing brain, and empower parents, professionals and policymakers to support children when and where they need it most. Together with our supporters, we're helping children reach their full potential in school and in life. We share all of our resources freely and do not accept any funding from the pharmaceutical industry. Learn more at childmind.org.

About Bloomingdale's

Bloomingdale's is America's only nationwide, full-line, upscale department store and a division of Macy's, Inc. It was founded in 1872 and currently operates 38 Bloomingdale's stores and 17 Bloomingdale's, The Outlet Stores, in California, Florida, Georgia, Hawaii, Illinois, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Texas, and Virginia. In addition, Bloomingdale's has an international presence with a location in Dubai. Be sure to follow @bloomingdales on social media, become a Loyallist, and for more information, or to shop any time, visit www.bloomingdales.com.

About Hunter

Founded in 1856, Hunter is a progressive British heritage brand renowned for its iconic Original boot and holds two Royal Warrants of Appointment to HM The Queen and HRH The Duke of Edinburgh. The brand has a rich history of innovation and continues to be worn on the festival fields, the city streets, as well as challenging outdoor landscapes.

PRESS CONTACTS

Child Mind Institute:

Emily Gest, Rubenstein: 212-843-8061

Egest@rubenstein.com

Adam Pockriss, Rubenstein: 212-843-8286

Apockriss@rubenstein.com

Bloomingdale's Public Relations:

Julia Austin

212-705-2439

Julia.Austin@bloomingdales.com

Hunter:

Lauren Fink

Lauren.Fink@hunterboots.com
212-401-1230

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