SANE, the leading mental health charity, and Ryden Property Consultants announce the launch in Edinburgh of the charity’s Black Dog Campaign. The launch event at 102 Westport, Edinburgh EH3 9DN between 3.30 and 5.30pm on Thursday 14 November will be hosted by Marjorie Wallace CBE, SANE’s Chief Executive and David Fraser, Partner and Social Responsibility Committee member, Ryden. They will be joined by Mike Crockart, MP for Edinburgh West, and former BBC football commentator David Begg.

SANE’s Black Dog Campaign is a pioneering programme to raise awareness of the impact of depression and other mental health conditions, combat the stigma surrounding mental ill-health and encourage people to seek help. Depression is now the second leading cause of disability worldwide, and there is a rise in other mental disorders. 1 in 6 people have a mental illness severe enough to need help, and figures show a recent increase in suicide.

The Black Dog has been used as metaphor for depression since Classical times, and it was how Sir Winston Churchill described his darker times. SANE has chosen to bring the campaign to life using sculptures of Black Dogs which are placed across the UK. Each Black Dog wears a coat designed by a celebrity, artist or member of the public, and the elegant sculptures with their striking decoration have captured the public imagination.

Scotland’s first Black Dog is named Angus. His coat was designed by Maggie Keppie, the winner of an art competition co-ordinated by Edinburgh Art Therapy Centre, a charity harnessing the power of art. From 15 November, Angus will be on display in Princes Street, Edinburgh, close to the
Wellington Statue. Other landmark destinations include Mercat Cross, High Street, Edinburgh Old Town and Castle Street, Edinburgh.

Welcoming Angus to Edinburgh, Marjorie Wallace said:

“I am so glad that Angus has come to my native Scotland, and we are indebted to Ryden for having helped us to do this. We need to take mental illness out of the shadows and talk about it openly. The sculptures are powerful symbols of painful inner feelings that can be difficult to communicate, and we hope that people will find the Black Dog liberating.”

Welcoming Ryden’s collaboration with SANE, David Fraser said:

“We are delighted to have been able to work with SANE to bring this important campaign to Scotland. A huge thank you goes to the staff in our Edinburgh office and friends of the firm for making it possible. We hope you enjoy meeting Angus and that his presence helps to fight stigma and raise awareness and understanding of mental health conditions.”

Commenting on the launch of the campaign, Mike Crockart MP said:

“I have supported the Black Dog campaign in England and I am delighted to welcome the campaign to Scotland.

“Too often, people are afraid to talk about their mental health, afraid to ask for help because of the fear of what their friends and family will think of them. We need to bring mental health into the open and reduce the stigma around it. The Black Dog campaign does that by making a complex subject easily understood. Mental illness should be treated the same as any physical illness and the help and support provided by SANE is crucial to the lives of many people across the UK.”

Ends

For more information on the Black Dog Campaign visit www.sane.org.uk. For an interview with Marjorie Wallace, please contact SANE’s Media Department on 020 7422 5556.

Notes for Editors
About SANE
SANE is a UK-wide charity founded in 1986 to improve the quality of life for people affected by mental illness. It has three objectives:

- to raise awareness and combat stigma about mental illness, educating and campaigning to improve mental health services
- to provide care and emotional support for people with mental health problems, their families and carers as well as information for other organisations and the public
- to initiate research into the causes and treatments of serious mental illness such as schizophrenia and depression and the psychological and social impact of mental illness

www.sane.org.uk
SANEdine – 0845 767 8000 6pm-11pm
SANEmail – http://www.sane.org.uk/what_we_do/support/email/

About Ryden
Ryden is the largest independent firm of commercial property consultants in the North of the UK with six offices, 30 partners and around 110 staff. They are award winning chartered surveyors delivering a full range of services to property owners, occupiers, developers and investors and their consultancy service is backed by unrivalled local knowledge. Their cross-discipline teams work on a regional and national basis, and, as well as business accommodation, they advise on public sector property, residential property and development land.

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