Press Release

To celebrate their first birthday and to mark World Mental Health Day on October 10th the founders of www.mentalhealthy.co.uk are launching The UK’s first ‘Mental Health Hero’ awards to recognise the unsung heroes of mental health.

Teaming up with mental health charities SANE, The Mental Health Foundation, The Centre for Mental Health, and Emergence, Mental Healthy is proud to launch these awards to give credit and recognition to those who have contributed to the field of mental health.

‘So many people dedicate themselves to making better the lives of others. We want to recognise the heroes in our field’ Says Mental Healthy founder Charlotte Fantelli.

Marjorie Wallace, CBE, founder and chief executive of SANE comments "It takes enormous reserves of courage to help people through mental ill-health, and even more for anyone experiencing mental illness themselves. Their heroism is too often overlooked, which is why I am so passionate about these awards."

The four distinct awards are designed to celebrate the achievements of individuals, organisations, professionals and businesses.

The ‘Community Hero’ award in association with SANE recognises individuals who do not make a living in mental health, but have contributed in some way, for example this could be a book, a website, a support group or an extraordinary carer. Individuals and/or organisations whose primary income is not in this field are eligible to apply.

The ‘Professional Hero’ award in association with the Mental Health Foundation recognises the heroes that work in the field of mental health, this could be counselling, research, social care or teaching. If you earn a living in the field you are eligible to apply.

The ‘Business Hero’ award in association with The Centre for Mental Health looks at the achievements of employers. Employee mental health is slowly becoming a priority for many businesses as they recognise the importance of their employees’ mental wellbeing. This award recognises the achievements of businesses that look after the mental health of their staff. Businesses big and small are eligible to enter.

The ‘Creative Hero’ award in association with Emergence is our final category that recognises creative achievements of those in the field of mental health. For example this could be YouTube stars, artists, writers, poets, actors or musicians. The sub categories professional and amateur recognise creatives who have made a difference, raised awareness or helped others in a special way.

Judges of the awards include one charity judge, one mental healthy member of staff and one celebrity in each category, confirmed judges include Dr Andrew McCulloch, Chief Executive of the Mental Health Foundation, Andy Bell, Deputy CEO of The Centre for Mental Health and Marjorie Wallace, CBE, founder and chief executive of SANE.
Winners will have their work nationally recognized, have an article published about them and their work on www.mentalhealthy.co.uk, they will also receive prize goodies.

Mental Healthy invite applications, if you know someone who would be a worthy winner please go to www.mentalhealthy.co.uk/mental-health-awards and nominate now, you can also nominate yourself. Open until December 10th 2011.

ENDS

Notes to editors:

Mental Illness directly affects one in four people. www.mentalhealthy.co.uk has over 2000 pages of free mental health information, guides, features, experts, news and community in one place. From anxiety and depression guides, fitness and food, through real-life and blogs, to the heavier psychological breakthroughs, research and news – updated daily.

About SANE – Established in 1986, the national charity SANE works to raise mental health awareness; combat stigma and increase understanding, provide emotional support and information and initiate research into causes, treatments and experiences of mental illness www.sane.org.uk

About the Mental Health Foundation -The Mental Health Foundation is a UK-wide charity that carries out research, campaigns for better mental health services, and works to raise awareness of all mental health issues to help us all lead mentally healthier lives. Registered Charity Nos: (England & Wales) 801130; (Scotland) SC 039714. www.mentalhealth.org.uk

The Centre for Mental Health - Centre for Mental Health aims to help to create a society in which people with mental health problems enjoy equal chances in life to those without. We focus on criminal justice and employment, with supporting work on broader mental health and public policy. www.centreformentalhealth.org.uk

Emergence is a CIC, service user led organisation supporting all people affected by personality disorder (PD) including service users, carers, family and friends and professionals. Our vision at Emergence is to make a life changing difference for everyone affected by PD through support, advice and education. www.emergenceplus.org.uk

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