

# Adam Ant unveils black dog sculpture in Tower Hamlets, London



A black dog sculpture to raise awareness of depression will be unveiled by Adam Ant at Island Gardens Park in London's Docklands on Thursday 28 June. The pop star took time out from his tour with *The Good The Mad and the Lovely Posse* to be there to unveil the coat he has designed for the dog sculpture. The dog is one of several produced for mental health charity SANE and located across the capital with a further two in Tower Hamlets. The dog is named 'Doctor Dog' as a tribute to its sponsors, psychotherapist and author Anna Albright and her clinical colleagues.

"I am delighted to be involved in the Black Dog campaign which I feel is a fresh and exciting attempt to combat the stigma surrounding mental health. I think these beautiful sculptures will be a welcome addition to the London landscape and with their tactile quality will appeal to the whole family," Adam Ant said.

Black dogs have been used as a metaphor for depression through the ages with the term popularised by Sir Winston Churchill to describe his darker moods. In describing the inspiration behind sponsoring the sculpture, Anna Albright said, "As mental health professionals we have chosen to support the campaign to raise awareness of an illness that is often misunderstood and affects sufferers indiscriminately."

At the end of the campaign, the dog sculptures will either be auctioned off or donated to schools. Marjorie Wallace CBE, Founder and Chief Executive of SANE says, "It can be easier to say that we are having a Black Dog day, or that the Black dog is on our shoulder, when we want to express painful moods and thoughts that are difficult to communicate. We hope that people will find a new language to convey inner feelings like anxiety, depression and loneliness."

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For more information please contact Sara Zmertych at SANE Media department on 020 7422 5564 or 020 7422 5556

## Notes to Editors:

### About the Black Dog Campaign

To mark SANE's 25<sup>th</sup> anniversary, the charity has launched a nationwide Black Dog campaign to raise awareness, reduce stigma and misunderstanding of mental health problems and to encourage more people to seek help.

The Black Dog has been a metaphor for depression from Classical mythology through to medieval folklore and contemporary times. Black Dog sculptures, each wearing a 'SANE Collar of Hope' and a 'coat' designed by a celebrity, artist or someone who has experienced mental illness, will be placed in cities across the UK.

### About SANE

SANE is a leading UK mental health charity founded by Marjorie Wallace following the public response to her series of articles *The Forgotten Illness* in The Times. It aims to:

- raise awareness and combat prejudice and stigma about mental illness
- understand the causes of mental illness, leading to better treatments and therapies, at the Prince of Wales International Centre for SANE Research
- provide immediate help.

[www.sane.org.uk](http://www.sane.org.uk)

SANEline – 0845 767 8000 6pm-11pm

SANEemail – [http://www.sane.org.uk/what\\_we\\_do/support/email/](http://www.sane.org.uk/what_we_do/support/email/)

SANE online Support Forum – [http://www.sane.org.uk/what\\_we\\_do/support/supportforum/](http://www.sane.org.uk/what_we_do/support/supportforum/)

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