

LIMITED EDITION T-SHIRTS MAKE THEIR MARK FOR MENTAL HEALTH

New Zealanders will be challenged to make their mark for mental health with a new range of stylish streetwear t-shirts by charitable fashion label theinitiative and the Mental Health Foundation of New Zealand.

Launching to coincide with the internationally recognized Mental Health Awareness Week (October 6-12, 2008), the t-shirts provide the opportunity to look great and do good at the same time by helping to *Make Your Mark For Mental Health*, the New Zealand's Mental Health Awareness Week theme for this year.

"We are delighted to be working again with H Initiative on this range of contemporary charity t-shirts," says Mental Health Foundation Chief Executive, Judi Clements. "All New Zealanders have a role to play in making our mark for mental health, speaking up for diversity and social inclusion," she says. "We hope this year's t-shirt range will get people talking with friends, family and work colleagues about how to make good mental health a priority in their lives."

This year the limited edition collection features five designs communicating the message *Normal Is Over-rated*, showcasing the work of New Zealand and international design talent Joel Cocks, Andrew Harbott, Aaron Hogg, Yeoh Guan Hong and Brooke Baker.

Men's, women's and infant styles will be available in different designs and limited quantities, with a portion of all sales of the Mental Health Awareness Week t-shirt collection going to the Mental Health Foundation, for its ongoing work in raising mental health awareness and countering stigma and discrimination against people who experience mental illness. And in keeping with theinitiative's 'do good' ethos, organic cotton and fair trade organic cotton t-shirt options are also available.

This year's t-shirt collection was kindly modelled by Sonia Gray, children's television presenter Taupunakohe Tocker, Cory Hutchings and the cast of Bro'town - Oscar Kightley, David Fane, Mario Gaoa and Shimpal Lelisi. "It's important to build awareness about mental health," says Gray of her involvement.

The range will be available for sale from JET urban couture stores in Auckland, selected retail stores nationwide and online from theinitiative's website from Saturday 4 October 2008. Adult t-shirts will retail for \$64.95 and the infant t-shirts will retail for \$34.95. For stockist information or to shop online, visit www.theinitiative.co.nz.

the**h**initiative

Pronounced "The H Initiative", theinitiative is a street wear fashion label dedicated to playing Robin Hood, from a base in Wellington, New Zealand that promotes the idea LOOK GREAT, DO GOOD. Get a theinitiative t-shirt, look great in it, and they will ensure that a portion goes to their partner charities and good causes.



The Mental Health Foundation of New Zealand is a charitable trust that has been making mental health everybody's business since 1977. It advocates for workplaces, communities, government structures and policies that promote wellbeing, value diversity and recognize and build on people's strengths.



For more information or arrange an interview about Mental Health Foundation Awareness Week please contact:

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For more information, imagery, or to borrow samples from the Mental Health Foundation T-shirt Collection, please contact:

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