

For immediate release

LIMITED EDITION T-SHIRTS MAKE THEIR MARK FOR POST-NATAL MENTAL HEALTH

Maternity and children's clothing stores will be challenging New Zealanders to make their mark for post-natal mental health by stocking stylish baby 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 help facilitate community understanding of post-natal depression.

"It's important for new mothers and their families to recognise that they are more vulnerable to experiencing depression at this time, and to actively seek help if they recognise symptoms," says Mental Health Foundation Chief Executive, Judi Clements.



"All New Zealanders have a role to play in making our mark for mental health," she says. "We hope this year's t-shirt range will get people talking about how to make good mental health a priority in their lives."



Charlotte Devereux, co-founder of EGG, says that New Zealanders can help combat Post Natal Depression by showing understanding and demonstrating support to those experiencing it. "Post Natal Depression affects thousands of new mums every year and throwing light on the illness is the best way we can help," she says. "That is why we have again become involved - to help build that awareness and understanding."

The limited edition infant t-shirts communicate the message *Normal Is Overrated* and showcase the work of New Zealand design talent Aaron Hogg. Infant tees will be available for \$34.95 at EGG Maternity stores, Wanda Harland in Lower Hutt and Flapdoodles in Timaru, with a portion of all sales 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.

Adult t-shirts in different designs and limited quantities will be available at JET urban couture stores in Auckland and selected retail stores nationwide, and all tees will be available online from theinitiative's website.

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 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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