



MEDIA ADVISORY

Each Mind Matters Encourages Youth to use Music for Mental Health

WHAT: Young hip-hop artists from youth programs across California have been speaking out about mental health and contributing to the first ever, Each Mind Matters #MillionsLikeMe Music for Mental Health Album. On June 30, Each Mind Matters will honor the young artists and youth programs who contributed to the album at an event on the California State University East Bay campus. The event will provide mentoring and support from music professionals, educators, and mental health experts to young artists interested in the music industry.

Youth artists will have the opportunity to learn about numerous jobs in the music industry from professionals and to understand how music can be used as a form of expression to help fight mental health stigma. Highlights and notable speakers include:

- **Stephanie Welch**, Senior program manager for California Mental Health Services Authority. Welch will introduce Each Mind Matters and talk about the importance of reducing mental health stigma.
- **Steve Hogan**, a music analyst for Pandora internet radio. Hogan will discuss the various music industry jobs available.
- **California State University, East Bay Music Department**, will speak to college tracks and careers in music.
- **KALASOL a.k.a Boss of the Bay**, a rap artist who gained national attention during the insurgence of the “hyphy” movement, along with **Marla B.**, a Bay Area vocalist in the unique new musical project CONTXT, will provide positive feedback on participant submissions to the #MillionsLikeMe Music for Mental Health Album. They will also co-conduct an informative workshop on performing.
- **Video Screening** - Youth music video submissions will be screened to all attendees.

WHEN: Tuesday, June 30 from 9 a.m. – 3 p.m.

WHERE: California State University East Bay, New University Union. 25800 Carlos Bee Blvd, Hayward, CA

WHY: Confronting stigma matters, especially when it comes to young people. Approximately 1 in 5 youth ages 13 to 18 experiences a mental health challenge in a given year. When young people feel alone in dealing with mental health challenges, they may be afraid to talk about it and not get the help they need. Delay in accessing needed mental health services is a missed opportunity for youth to improve their lives and reach their potential. Each Mind Matters knows music can be a great tool for mental health and for creating social change, especially among young adults.

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