

For Immediate Release

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SIERRA COLLEGE HOSTS ALIVE! MENTAL HEALTH FAIR 2013

FEBRUARY 27, 2013 10AM to 4PM

**SIERRA COLLEGE AND HOPELINE
STAND-UP FOR SUICIDE PREVENTION & AWARENESS**

Rocklin, CA -The reality of depression and suicide has inspired the founder of 1-800-SUICIDE to create an exciting format for delivering a message of hope. It is called the ***Alive! Mental Health Fair*** and it is coming to Sierra College February 27th.

The fair will present an onsite, student created “Post Your Own Secret” exhibit, compelling documentaries and a one hour suicide prevention training program called QPR(Question, Persuade, and Refer). There will be booths with information, therapy and local help resources as well as offering education in suicide prevention with the goal of building a more effective safety net for all students at Sierra College. The fair aims to inspire and raise awareness of alternative mental health therapies such as Graffiti Art Therapy.

The ***Alive! Mental Health Fair*** is created through a partnership between the non-profit organization Kristin Brooks Hope Center, the founder of 1-800 SUICIDE, the National Hopeline Network and IMAlive LLC. Since 1998, 1-800-SUICIDE has received over 6 million calls and rescued more than 10,000 individuals who had already initiated suicide plans.

1-800 SUICIDE provides a private and confidential life-saving service for people in crisis. Callers are routed to a crisis center in their immediate area so timely referrals to behavioral health and other support services can be offered.

The keynote speaker for the ***Alive! Mental Health Fair & Suicide Prevention Tour***, Reese Butler, personally understands the struggles of those affected by mental health issues on a daily basis. "It has taken 14 years to have the chance to do a college suicide prevention tour in California focusing on mental health issues which was my original goal after my wife Kristin died by suicide in 1998 in Vallejo, California," explains Reese. "The goal was delayed by the massive undertaking of building the National Hopeline Network of over 200 crisis centers to answer the calls from 1-800-SUICIDE. It's great to finally be able to deliver a positive, progressive-thinking mental health fair for an important cause which will make a direct impact and help people in desperate situations that need it the most.

"In moments of bravery and confusion and honesty, people turn to 1-800-SUICIDE--over six million of them," Reese goes on to say. "The folks at the Hopeline Centers have been answering those calls for over 14 years, picking up the phone when it's mattered most. To be able to use the popularity of PostSecret to attract students to the fair and hopefully get educated as to the warning signs is an honor for me."

Recently, the Hope Center recorded a Public Service announcement for the Alive! Mental Health Fair, click here to view: www.alivefair.com.

After losing his wife, Kristin Brooks to suicide in 1998, Reese Butler founded the Kristin Brooks Hope Center (KBHC), which created the National Hopeline Network 1-800 SUICIDE. In 2000, Reese gained the support of the late Senator Paul Wellstone (D-MN), Senator Edward Kennedy (D-MA) and Senator Harry Reid (D-NV). He obtained more than seven million dollars to expand and support the National Hopeline Network which is comprised of 200 community crisis centers in 48 states.

Sierra College is sponsoring a Community Agency Resource Fair the same day as the ***Alive! Mental Health Fair***. Over 20 local agencies will be represented with information on; suicide prevention and intervention, live music, healthy lifestyles, blood donation, yoga, and much more.

For more information about the organization, visit: www.hopeline.com

For more information, contact:

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