**[Insert location] Co-op colleagues preparing to raise their game for World Mental Health Day with fundraising [insert activity e.g. quiz]**

Co-op colleagues in [insert location] are preparing to raise their game during the week of 5-11 October, in support of charity partners Mind, SAMH (Scottish Association for Mental Health) and Inspire.

In the run up to World Mental Health Day on 10 October, colleagues will be challenging one another to use their skills in [insert game/activity) on [insert date(s)] to raise money, and make a big noise around mental wellbeing.

They are hoping that the local community will support them as they take on their chosen challenge by donating or joining in [if applicable for community to join in, add in 1 or 2 sentences on how they can get involved. If not applicable, remove.]

[Insert name], store manager at Co-op [insert store location], said: “We are delighted to fundraise for our national charity partners and show our support for World Mental Health Day. The [insert game/activity] should be heaps of fun and also a great opportunity for the competitive amongst us to show off our skills a little! We would like to thank our members and customers for their generosity and support, and hope they’ll get behind us with our latest challenge.”

The Coronavirus pandemic has had a huge impact on local communities, including on people’s mental health. A recent survey by Mind found that more than half of adults and over two thirds of young people said that their mental health had got worse during lockdown.

Paul Farmer, Chief Executive at Mind, said: “We’re incredibly grateful to [insert location] Co-op colleagues for getting stuck into fundraising for the charity partnership, and helping to raise awareness in the run up to World Mental Health Day. Mental health problems can affect anyone, any day of the year, but this is a particularly great moment to have their support.

“It’s a challenging time for all of us and the pandemic is having a huge impact on our mental health and wellbeing, especially for those of us with existing mental health problems. Thanks to [insert location] Co-op colleagues and their energy and enthusiasm for fundraising through this charity partnership, we will be able to reach even more people in need of support.”

OR

Billy Watson, Chief Executive at SAMH, said: “We’re incredibly grateful to [insert location] Co-op colleagues for choosing to take on [ACTIVITY], fundraising for the charity partnership, and helping to raise awareness and support for Scotland’s mental health in the run up to World Mental Health Day.

“The ongoing pandemic is something which is having an impact on our mental health and wellbeing, especially for those of us with existing mental health problems – so it’s never been more important to support Scotland’s mental health. Thanks to the ongoing enthusiasm and fundraising by [insert location] Co-op colleagues through this charity partnership, we will be able to reach even more people in need of our help. We wish all the team the best of luck on [INSERT DAY/DATE e.g Saturday]”

OR

Kerry Anthony, Chief Executive Officer at Inspire, said: “Team Inspire are incredibly grateful to [insert location] Co-op colleagues for doing their part in fundraising for the charity partnership, and helping raise awareness in the run up to World Mental Health Day. Mental health issues can affect anyone, any day of the year, but this is a particularly significant moment to have their support.

“Many of us may feel the effect Covid-19 is having on our mental health and wellbeing as the emergency has presented a challenge like no other in our history. Through this charity partnership, we will be able to reach even more people in need of support including those living with pre-existing mental health conditions. We want to take this time to say thank you and good luck to [insert location] Co-op colleagues for their energy and enthusiasm as they fundraise in October.”

The charity partnership aims to raise £6 million by engaging Co-op colleagues, members and customers in a range of national and local fundraising. The amount raised will enable the charities to deliver innovative new services in communities across the UK to ensure people receive the mental health support they need.

Visit [www.coop.co.uk/charitypartnership](http://www.coop.co.uk/charitypartnership) for more information.

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**About Co-op:**

* The Co-op is one of the world’s largest consumer co-operatives with interests across food, funerals, insurance, legal services and health. It has a clear purpose of championing a better way of doing business for you and your communities. Owned by millions of UK consumers, the Co-op operates 2,600 food stores, over 1,000 funeral homes and it provides products to over 5,100 other stores, including those run by independent co-operative societies and through its wholesale business, Nisa Retail Limited. It has more than 63,000 colleagues and an annual revenue of over £10 billion.

**About Mind:**

* Mind is the leading mental health charity in England and Wales. They provide advice and support to empower anyone experiencing a mental health problem. They campaign to improve services, raise awareness and promote understanding. They won't give up until everyone experiencing a mental health problem gets both support and respect. [mind.org.uk](http://www.mind.org.uk)
* Please note that Mind is not an acronym and should be set in title case.
* Mind has a confidential information and support line, Mind Infoline, available on 0300 123 3393 (lines open 9am - 6pm, Monday – Friday)
* For information and support on staying mentally healthy at this time, visit [www.mind.org.uk/coronavirus](http://www.mind.org.uk/coronavirus)
* Mind’s online mental health community Side by Side is a safe space where anyone aged 18 and over with experience of a mental health problem can share their story, connect with others, access Mind’s wider information and resources, and give support in return. Find out more at [www.sidebyside.mind.org.uk](http://www.sidebyside.mind.org.uk)
* Mind’s income has been affected by the outbreak of coronavirus, largely due to the temporary closure of their charity shops across England and Wales, and the cancellation or postponement of major fundraising events. To help them continue their vital work, donate to their emergency appeal: [www.mind.org.uk/donate](http://www.mind.org.uk/donate)
* Mind offers free resources for employers to help improve mental wellbeing. For more information, visit [mind.org.uk/work](http://www.mind.org.uk/work)

**About SAMH:**

* For media enquiries in Scotland please contact the SAMH Communications Team via [communications@samh.org.uk](mailto:communications@samh.org.uk) or call 0141 530 1097.
* Around since 1923, SAMH (Scottish Association for Mental Health) is Scotland’s national mental health charity. Today, in over 60 communities we work with adults and young people providing mental health social care support, services in primary care, schools and further education, among others.
* Visit [www.samh.org.uk](http://www.samh.org.uk/) or follow [@SAMHTweets](https://twitter.com/SAMHtweets), [SAMHmentalhealth](https://www.facebook.com/SAMHmentalhealth/) on Facebook and [samhscotland](http://www.instagram.com/samhscotland/) on Instagram for more information
* If you’re seeking support or information relating to mental health problems, call the SAMH Information Service on 0344 800 0550 or email [info@samh.org.uk](mailto:info@samh.org.uk). The service is open from 9am to 6pm, Monday to Friday, except on Bank Holidays.

**About Inspire:**

* For media enquiries in Northern Ireland please contact Inspire’s Communications and Engagement Manager, Jenna Booth, via [j.booth@inspirewellbeing.org](mailto:j.booth@inspirewellbeing.org) or 028 9072 5459
* Inspire is an all-island charity and social enterprise working together with people living with mental ill health, intellectual disability, autism and addictions across Ireland, to ensure they live with dignity and realise their full potential. Our person-centred, whole-society approach means we believe in a culture of compassion, creating a society free from stigma that focuses on people and their abilities.
* Visit [www.inspirewellbeing.org](http://www.inspirewellbeing.org) or follow [@InspireWBGroup](https://twitter.com/InspireWBGroup) on Twitter, InspireWBGroup on Facebook and Inspire\_Wellbeing on Instagram for more information