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FOR IMMEDIATE RELEASE

MHA-NYC Launches New Website

The fully redesigned website offers richer insight into MHA-NYC's diverse, life-saving programs, crisis services, and national impact.

NEW YORK, N.Y. (April 20, 2017) – The Mental Health Association of New York City (MHA-NYC), a nonprofit organization that addresses mental health needs both in New York City and across the United States, today announced the launch of its newly redesigned website. The brand new website offers visitors a more comprehensive understanding of MHA-NYC's culturally-sensitive mental health programs, their innovative, 24/7 crisis support services, and their mental health advocacy and national impact.

"We are excited to launch this new website and share this resource with others," said Kimberly Williams, President of the Mental Health Association of New York City. "The new website provides an enhanced digital experience for people seeking help, partners, media, and other visitors interested in learning more about and/or participating in our mental health services, education, and advocacy."

The website was designed in keeping with MHA-NYC's national communications strategy, incorporating responsive and clean design, easier access to immediate mental health services and resources, and improved functionality. Visitors to the

new website will receive detailed information about the local and national crisis services administered by the Mental Health Association of New York City, including NYC Well, the National Suicide Prevention Lifeline, the national Disaster Distress Helpline, and the Veterans Crisis Line. Visitors will also gain insight on MHA-NYC's local mental health programs for New York City youth, adults, older adults, families, and caregivers, such as the Adolescent Skill Centers, Harlem Bay Network PROS, Family Resource Centers, Circle of Security parent coaching program, and others.

The new website will be updated regularly with timely updates about our programs, upcoming events, mental health news, opportunities for public engagement, and original content in support of MHA-NYC's three-part mission of service, advocacy, and education. Explore the new website at <http://www.mhaofnyc.org/>.

About the Mental Health Association of New York City (MHA-NYC):

The Mental Health Association of New York City is a non-profit organization with local roots and national reach. For over 50 years, MHA-NYC has been leading the way in mental health through our three-part mission of service, advocacy and education. Our mission is to identify unmet needs and develop culturally sensitive programs to improve the lives of individuals and families impacted by mental illness while promoting the importance of mental health. We break down barriers by providing care directly to those who need it, utilizing state-of-the-art telephone, text and web-based technologies to respond to community needs where and when that help is needed. We work every single day to save lives and assist those in crisis while providing millions more with the help they need before a crisis can occur. www.mhaofnyc.org

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