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Photo by Sean Sime.

Mental Health Association of NYC Raises \$516,625 to Support Mental Health at 25th Annual Gala

Award-Winning ABC Journalist Bill Ritter Hosted Event, as First Lady of New York City Chirlane McCray; Brandon and

Michi Marshall; and the Zirinsky Family Were Recognized for Their Efforts to De-stigmatize Mental Illness and Encourage People to “Just Talk About It”

NEW YORK, N.Y. (June 8, 2017) – The Mental Health Association of New York City (MHA-NYC) raised \$516,625 to support programs and services that improve the lives of people impacted by mental health challenges in New York City and across the United States. The organization’s 25th Anniversary Gala, which was held at Gotham Hall in Manhattan and themed "Just Talk About It: Stories of Recovery and Success," focused on the power of "just talking about" mental health concerns and celebrated people whose public words and deeds have helped thousands find hope and care.

- **First Lady of New York City Chirlane McCray** was honored for her unprecedented leadership and commitment around her ThriveNYC initiative and her introduction of NYC Well, the City’s comprehensive call, text, and chat hotline for mental health support.
- New York Giants Wide-Receiver **Brandon Marshall and his wife Michi Marshall** were recognized for their passionate mental health advocacy since 2010, when Brandon disclosed his lifelong struggle with Borderline Personality Disorder and became an inspiration and role model to fans everywhere.
- **The Zirinsky family** was recognized for over 50 years and 3 generations of continuous Board membership and unwavering commitment to improving mental health services. **Cynthia Zirinsky**, founder of Gracie Square Hospital and the Richard and Cynthia Zirinsky Center for Bipolar Disorder at Mount Sinai Beth Israel Hospital, was honored along with her daughter, legendary CBS News producer **Susan Zirinsky**; her son-in-law, TV news innovator, **Joe Peyronnin**; and her granddaughter, Morgan Stanley executive **Cynthia Eckes**.

“It’s gratifying to see the wide range of support shown at our Gala to promote mental health and emotional wellbeing,” said **Kimberly Williams, President of MHA-NYC**. “Not only did we exceed our fundraising goal, but we brought the conversation about mental health issues into the open and demonstrated how simply talking can lead others to take action and achieve wellness.”

More than 300 leaders in business and government attended the event, which was hosted for the second year in a row by **Bill Ritter, Co-Anchor of WABC's Eyewitness News**, who lent his support to underscore the prevalence of mental health conditions and the importance of sharing our stories.

With less than 40% of people with mental health conditions receiving treatment, MHA-NYC is a leading provider of innovative mental health services, advocacy, and education in New York City and across the country. Monies raised at the Gala directly support these efforts and the millions of people who benefit from them every year.

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. Among other life-saving work, MHA-NYC administers the National Suicide Prevention Lifeline, the Veterans Crisis Line, and the NFL Life Line. MHA-NYC is also a key partner in Mayor de Blasio's ThriveNYC mental health initiative, administering NYC Well, the connection to free, confidential mental health and substance misuse support for all New Yorkers via phone, text or chat.
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