



Depression and Bipolar
Support Alliance

Contact: Ellen Schantz
(312) 988-1162
ESchantz@DBSAlliance.org

FOR IMMEDIATE RELEASE

DEPRESSION AND BIPOLAR SUPPORT ALLIANCE (DBSA) LAUNCHES “I’M HERE...” CAMPAIGN

Campaign spotlights need for open communication between those with mood disorders and their loved ones.

CHICAGO, October 1, 2015—Allen Doederlein, president of the Depression and Bipolar Support Alliance, has announced the launch today of a new DBSA campaign, “I’m here...”. The campaign is designed to support open, non-judgmental communication between those who experience mood disorders and their loved ones, as well as build public awareness of the challenges of living with such a condition.

One out of ten people in the U.S. live with a mood disorder and must manage its day-to-day challenges. It can be overwhelming and sometimes isolating, not only for those who experience the condition but also for their friends and loved ones who may not know how to help or what to say. “I’m here...” encourages people living with a mood disorder and those who support them to open up a channel for authentic communication.

The integrated campaign “I’m here...” will include a strong social media presence, online advertising, and two podcasts on the DBSA website. The podcasts feature Dr. Greg Simon, chair of DBSA’s scientific advisory board, who offers keen clinical insight, and the journey to mutual support shared by mother-daughter authors Cinda and Linea Johnson. The campaign also offers an “I’m here...” safety pin kit project designed to be shared by two people. The experience of creating a pin with another person introduces an opportunity for sharing experiences, symbolizing the intent of the campaign. The pin kit

is available from DBSA for the minimal cost of shipping. For more information go to

DBSAAlliance.org/ImHere

The **Depression and Bipolar Support Alliance (DBSA)** strives to improve the lives of people living with mood disorders. The organization fosters an environment of understanding of the impact and management of these life-threatening illnesses by providing up-to-date, scientifically-based tools and information; supports research; and works to ensure that people living with mood disorders are treated equitably. Assisted by a scientific advisory board, comprising leading researchers and clinicians in the field of mood disorders, DBSA has more than 700 peer-run support groups across the country. Millions of people are assisted each year with in-person and online peer support; readily understandable and current information about depression and bipolar disorder; and empowering tools focused on an integrated approach to wellness.

For more information go to <http://www.DBSAAlliance.org> or call (800) 826-3632.

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