



MEDIA ALERT

Mental Health Awareness “QUICK FACTS” to be disseminated at local area grocery stores.

Release Date: February 14, 2011

At: Stop and Shop, Pathmark and Shop Rite Grocery Stores

Locations: Queens, Brooklyn and Long Island to be followed by Manhattan & Bronx

Talk Therapy Television is utilizing the back of grocery store receipts to create a greater awareness of mental health issues. Mental health Quick Fact receipts provide an atmosphere for New Yorkers to begin having an open dialogue and frank discussions about their own mental health as well as family and friends.

Reach: Each grocery store in N.Y. serves between 10,000 and 25,000 shoppers per week

On February 14, 2011 Talk Therapy Television expands to twenty grocery store distribution in the Queens, Brooklyn and Long Island area. The distribution reaches Over 1.4 million shoppers per month.

Of Receipts: Approximately 1,400,000 MENTAL HEALTH “QUICK FACT”s to appear on Grocery Store Receipts for the Month of February 2011.



The graphic is a sample receipt for Talk Therapy Television. It features the show's logo at the top left, which includes a globe and the text 'TALK THERAPY TELEVISION' and 'WATCH. LEARN. GET PSYCH-ED'. To the right of the logo, it says 'Broadcast in: Queens Long Island' and includes a small photo of Jacob Berelowitz, LMSW. The main text of the receipt reads: 'FACT: One in four Americans will have a diagnosable mental disorder this year. Watch the show and learn about mental health.' Below this, it says 'Look for our mental health column in the Queens Courier.' At the bottom, there are social media icons for Twitter and Facebook, and the website address 'www.talktherapytv.org'.

Expansion: Grocery stores in Bronx and Manhattan in April 2011.

Talk Therapy TV is a television show dedicated to fostering mental health and mental illness awareness. The show is broadcast on public access television stations in Queens, Long Island, Brooklyn and Manhattan.

Further information available:

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