



MEDIA ALERT

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

Beginning: November 1, 2010

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

Locations: Queens and Long Island initially, followed by Brooklyn and Manhattan

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

Reach: *Each grocery store in New York averages between 10,000 to 25,000 shoppers per week*

On November 1, 2010 Talk Therapy Television “QUICK FACTS” unveiling begins with ten grocery stores in the Queens and Long Island area. Within the first week, from 100,000 to 250,000 receipts with mental health QUICK FACTS will be placed in the hands of New Yorkers.

Of Receipts: *Between 400,000 receipts and 1,000,000 MENTAL HEALTH “QUICK FACT” receipts to be distributed in the month of November 2010.*



The graphic features the Talk Therapy Television logo at the top left, with the text 'WATCH. LEARN. GET PSYCH-ED' below it. To the right, it says 'Broadcast in: Queens Long Island' and includes a small photo of Jacob Berelowitz, LMSW. The main text 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 'www.talktherapytv.org'.

Expansion: *Grocery stores in Brooklyn, Bronx and Manhattan to be included by January 2011*

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

[Further Details available.](#)

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