

Conard House Closes Out Mental Health Month With a Big "Thank You" to Four Bay Area Companies Who Joined Forces to Help Produce and Air PSA

San Francisco, Calif. – June 3, 2010 – Conard House, a pioneering nonprofit organization developing resources to help people self-manage mental illness since 1960, today issued a resounding "Thank you!" to five Bay Area companies that joined forces to help produce and air a public service announcement (PSA). The spot, ran throughout the month of May as part of Mental Health Month, and aired on digital video screens across the Bay Area, in locations such as coffee shops, health clubs, restaurants, and convenience stores.

The four companies donating time and resources are: SeeSaw Networks, QBuzz, Ecast, and Kickstart Consulting. Together, these companies are helping to spread throughout the region the essential Conard House message that people living with a mental illness are "many things to many people" and should not be stigmatized or defined solely by their illness.

"Tens of thousands of individuals in the Bay Area live with some form of mental illness," said Richard Heasley, executive director at Conard House. "They are mothers, fathers, sons and daughters, someone's sibling or friend or even employee. One of our most important objectives is to change how society thinks about mental illness, and the PSA is a very effective way to spread this message. This effort has demonstrated that compassion is alive and well in the Bay Area and that it lives in the hearts of companies as well as individuals."

"You don't need to be a huge corporation to make a significant contribution to the public good," said Annette Shimada, Principal, Kickstart Consulting. "Conard House is a vital Bay Area resource and a true California gold nugget. By coordinating the activities of multiple companies, we were able to broadcast the Conard House message to a much larger audience, reaching a wide range of people with varying experiences to provide information on mental illness."

SeeSaw Networks

SeeSaw Networks provides unparalleled media planning and buying technology for place-based digital video advertising. Through its national network, SeeSaw delivers advertising in places where people go in their daily lives. SeeSaw is the most extensive national digital video network currently in over 40,000 venues nationally and growing. Using SeeSawAds.com, agencies and networks can customize campaigns across different venues, markets and demographics with unprecedented precision. For more information, visit www.seesawnetworks.com.

QBuzz

Veteran online marketer and social promotions specialist Joshua Levy is the force behind QBuzz, which created the script and design for the PSA. For 17 years, Levy has designed engaging web properties for his clients who range from early stage start-ups to fortune 500 companies. For more information, send email to jlevy@qbuzz.com.

Ecast

Ecast is a leader in place-based interactive media. Ecast's hospitality network delivers digital music, games, entertainment, information and interactive advertising to more than 10,000 bars, restaurants and nightclubs across the U.S. and offers marketers unmatched coverage of the 21-34 year-old demographic out-of-home. For more information, please visit www.ecastnetwork.com.

Kickstart Consulting

Kickstart is a boutique PR agency that eschews cookie-cutter programs and instead blends just the right mix of thought leadership, out-bound PR, and social media to deliver an excellent value for every PR dollar. For more information, visit www.kickstartconsulting.com.

About Conard House

Conard House, Inc. is a private, nonprofit organization providing mental health services to residents of San Francisco. Founded upon core principles of self-empowerment, self-determination and the least restrictive, community-based living, Conard House opened its doors in 1960 as the City's first "halfway house" for adults following hospitalization. Today it serves more than 2,000 people in two dozen locations. Support for its programs and services come from various city agencies, service fees from organizations, rents from residents, grants from foundations and gifts from donors. For more information about Conard House and its programs, please visit www.conard.org.

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Media Contact:

Amanda Orr
Kickstart Consulting
(202) 248-6766
aorr@kickstartconsulting.com