**Monday, Oct. 3**

**Email Subject Line: It’s Mental Health Awareness Week – Proudly Wear Your Lime Green!**

Mental Health Awareness Week is underway. Here is how you can get involved: **Wear your lime green!**

Did you know lime green is the national color of mental health awareness? It can help start conversations with people who do not know about the mental health movement. Put on a [support ribbon](http://www.eachmindmatters.org/product/lapel-pin-2/) or even a lime green [neck tie](http://www.eachmindmatters.org/product/lime-green-necktie/). You can even decorate your workspace with lime green items or streamers. Or how about sharing this [video](https://vimeo.com/166109932) on your social media channel to raise awareness about mental health?

Small actions like these lets others know that you are a mental health advocate who supports raising awareness and reducing stigma about mental health challenges. If you need talking points to get you started check these out:

* I wear my lime green ribbon because I support mental health awareness and I believe Each Mind Matters
* I wear my lime green ribbon in support of the millions of Californians affected by mental health challenges.
* Someone dealing with a mental health challenge is not defined by their diagnosis; it’s just one part of who they are.

Stay tuned for tomorrow’s email with tips on how to start a conversation about mental health. Remember to visit the (INSERT ORGANIZATION NAME) Facebook (INSERT HYPERLINK), Instagram (INSERT HYPERLINK), or Twitter (INSERT HYPERLINK) to learn about activities, ideas, and tips to promote mental health your home and community.

[Insert Agency/CBO Signature Line]