



KINGSTON INTO YELLOW®

A Celebration of Optimism & Resilience in honor of **Mental Health Awareness Month (MAY)**

JOIN IN! Help Paint the Town Yellow to brighten the Community and 'Shine a Light on Mental Health'!!

WHAT

- **A COLLABORATIVE MONTH-LONG CELEBRATION** to inspire Optimism and bring awareness to Mental Health issues, resources and programs
- **PUBLIC ART**
Free exhibits and installations by local artists and hundreds of community members, featuring 'International Optimism Yellow' ("INTO Yellow")
- **EDUCATIONAL & WELLNESS PROGRAMS**
FREE Speakers Series, Classes, Film screening, Mental Health Crisis Trainings, and More!
- **SOCIAL EVENTS**
Fun for all ages, including an Interfaith Picnic, a Intergenerational Dances, and More!

INTO YELLOW

A COLOR WITH A CAUSE created by local artist, 'Uncle Riley' in collaboration with **Pantone Color Institute**. It was developed to brighten the world with more Optimism and **as a color for Mental Health Awareness** (just as PINK is to Breast Cancer, RED is to HIV and BLUE is to Autism)

WHEN & WHY

THROUGHOUT MAY (Mental Health Awareness Month)
Opening Celebration at City Hall, **May 3rd, 5:30-7:30 PM**

- **RAISE AWARENESS** of local & national Mental Health
- **INSPIRE & BRIGHTEN** the community
- **BUILD** community connections
- **HELP GROW** an important annual tradition

HOW TO PARTICIPATE

ORGS & BUSINESSES

- **TURN YELLOW: DISPLAY a CAMPAIGN POSTER & HANG YELLOW Drips, Splashes or Splats** in the window(s) of your Business or Organization! (FREE at www.INTOyellow.com/Kingston)
- **CREATE/HOST** an yellow Event, Program, Class, Special Offer, Etc. to inspire more Optimism! Share a portion of proceeds with a local mental health charity such as Family of Woodstock!
- **CONTACT US!** Tell us about your event/program and we'll add it to the INTOyellow Promotions Calendar

PUBLIC

- **WEAR SOMETHING YELLOW** throughout May
- **HANG a YELLOW DRIP, SPLASH or SPLAT** in the window(s) of your Home, Business or Org. (FREE at www.intoyellow.com/kingston)
- **ATTEND** Free Events, Lectures and Exhibits!
- **VISIT THE YMCA!**
Where you can add your portrait to the giant yellow community photo exhibit and More!
- **CREATE** Your own 'INTO Yellow' projects!
Share/Post on social media— **#INTOyellow**

RSVP
by May 1st

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KINGSTON INTO[®] YELLOW



JOIN IN!
CREATE YOUR OWN
#INTOyellow project
Contact us to join
the calendar!



COLLABORATIVELY
GENERATED



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DRIPS ≠ DROPS!!

**GO AHEAD!
MAKE YOUR
OWN SPLASHES,
STROKES, SPLATS,
DRIPS & DROPS!!!!**
Hang in the window(s)
of your Home, Business,
or Organization thru May!

TURN
OPTIMISM
INTO
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MENTAL HEALTH STATISTICS

- **1 in 5 Americans** has a mental health condition
- **Only 41% of adults in the U.S.** with a mental health condition received mental health services in the past year
- **50% of all lifetime cases** of mental illness begin by age 14
- **20% of youth ages 13-18** live with a mental health condition
- **Suicide is the 3rd leading cause of death** in young people ages 10-24
- **More than 50%** of all inmates have a mental health condition in the US
- **6.9% of Adults in America (16 million)** live with Major Depressive Disorder
- **Depression is the leading cause** of disability worldwide

SOURCE: NATIONAL ALLIANCE ON MENTAL ILLNESS (NAMI.ORG)

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