



MADISON INTO YELLOW

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



INTOyellow.com

Community members, Organizations & Businesses have united to help **Paint the Town Yellow** this May! Join us in creating Optimistic Public Art, Activities and Events— all featuring 'INTO Yellow' (a color created to raise awareness of Mental Health: just as PINK is to Breast Cancer, RED is to HIV, and BLUE is to Autism).

These collaborative projects are all created with the shared intention to **brighten the community**, inspire connection and **Shine a Light on the stigma around Mental Health!**

JOIN IN!!!

- 1 DISPLAY A CAMPAIGN POSTER & HANG A YELLOW DRIP, SPLASH or SPLAT** in the window of your Home, Business or Org. (Download FREE poster design [HERE](#))
- 2 WEAR SOMETHING YELLOW** during the month of May
- 3 ATTEND EVENTS & DISCOVER YELLOW ART** around town—see listings at www.INTOyellow.com/madison
- 4 CREATE YOUR OWN** INTOyellow art, event, program, etc. and **SHARE** on SOCIAL MEDIA **#INTOyellow**

