

**SINGAPORE ASSOCIATION FOR MENTAL HEALTH PARTNERS  
THE MINDFUL COMPANY TO LAUNCH BRACELET COLLECTION FOR  
WORLD MENTAL HEALTH DAY**

*Called the 'What's Important Series', the collection seeks to start a conversation around mental wellness, especially for young adults. Inspired by the stories of SAMH's youth, the bracelets represent their courage to seek help and to encourage others*

**SINGAPORE, 1 OCTOBER 2017** – Singapore Association for Mental Health (SAMH), a non-profit, voluntary welfare organisation seeking to promote mental wellness, today announced the launch of a bracelet collection in partnership with The Mindful Company (TMC), a Singapore-based jewellery brand.

Inspired by the courageous personal stories of youth beneficiaries from SAMH's YouthReach, a recovery programme for youths with psychological challenges, TMC and SAMH designed a series of bracelets representing the five themes that arose from the youths' stories for this year's World Mental Health Day. They are family, knowledge, growth, dreams, and the appreciation of the small things in life. Called the 'What's Important Series', the bracelets seek to raise awareness and understanding around community mental health.

"We're seeing a worrying trend in Singapore with young people facing mental health issues at an early age," said Ms Tan Li Li, Executive Director, SAMH. "Youth mental health has always been a top priority for SAMH, providing support through our YouthReach programmes and the recently opened Creative SAY! We are constantly exploring new ways to reach out and engage with this vulnerable group, and we are glad to now partner with a social mission-focused jewellery label, The Mindful Company, to empower our youths to share their stories and be the catalyst for the much-needed conversations around mental health."

Ms Ciara Yeo, Co-Founder, The Mindful Company, said, "This collaboration highlights the courage of SAMH's youth beneficiaries. It takes courage to put your hand up and ask for help, and even more so to share your story to encourage others to seek help. We hope the 'What's Important Series' helps to give individuals the courage to get the assistance they need without fear of prejudice and judgement, and prompts the community to start simple conversations around mental health and wellbeing. Unresolved mental health problems lie at the heart of some of society's greatest social challenges, and too often, people feel afraid to admit that they're struggling with their mental health. We're working with SAMH to help people feel more comfortable about their mental health and wellbeing and understand that if people feel they have a mental or psychological concern, they're not weird – it's quite normal."

The 'What's Important Series' bracelets are individually made with hypoallergenic, tarnish and corrosion resistant stainless steel. Gold bracelets (ice-cream) are plated in 18K gold and rose gold bracelets (cloud, book, leaf and house) are plated in 18K rose gold with anti-tarnish coatings.

The bracelets will be on sale from 1 October 2017 through The Mindful Company's [website](#), as well as at various locations. Priced at S\$39, S\$10 from the sale of every bracelet will go to SAMH to raise funds in support of their mental health youth programmes, specifically YouthReach and Creative Services. They are designed as a one-size fits all and packaged with the youths' stories.



### **Meaning behind the 'What's Important Series'**

**Cloud:** Clouds are a symbol of your dreams and aspirations. Providing a sense of hope and purpose, they remind you of the possibilities that lie within your reach if you dare to reach for them.

**Ice Cream:** Life is made up of the little things. Ice cream is a reminder to appreciate and delight in the small things in life.

**Book:** Knowledge and awareness come hand in hand. A reminder to have the courage and humility to keep learning and go beyond comfortable lines.

**Leaf:** A symbol of growth and change. A reminder that you can choose how you wish to grow from your experiences.

**House:** House is a symbol of the people and things that make you feel most yourself. A reminder to be grateful for the ones that lift you up, and to do the same for them.

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### **Media contacts**

Klareco Communications

Tanya Netto

[List-SAMH@klarecocommunications.com](mailto:List-SAMH@klarecocommunications.com)

+65 9423 4810

+65 6333 3449



the mindful company

**About the Singapore Association for Mental Health**

The Singapore Association for Mental Health (SAMH) was established in 1968 as the first community mental health agency in Singapore with the aim of providing quality community care and rehabilitative services to persons with mental health conditions. It is a non-profit, voluntary welfare organisation seeking to promote mental health in the community and improve the rehabilitation and reintegration of persons with mental illness.

**About The Mindful Company**

The Mindful Company is a Singapore-based jewellery brand with a social mission to promote mental wellbeing. The brand creates meaningful everyday reminders to help you celebrate the ups, be resilient through the downs, and embrace the crazy changes that life throws at you. With these reminders, the brand strives to inspire and encourage you to approach life mindfully, to hold on to hope, and to spread a little kindness. For more details, visit [www.mindful-company.com](http://www.mindful-company.com).