

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

Called the 'What's Important Series II', the second collection is part of both companies' ongoing efforts to normalise conversations on mental illness, especially among young adults

SINGAPORE, 16 OCTOBER 2018 – The Singapore Association for Mental Health (SAMH), a social service organisation providing community mental health services, today announced the launch of its second bracelet collection in partnership with The Mindful Company (TMC), a Singapore-based jewellery brand.

Inspired by the courageous personal stories of youth clients from SAMH's YouthReach, a recovery programme for youths with mental health issues, TMC and SAMH designed a second series of bracelets representing the four themes that arose from the youths' stories for this year's World Mental Health Day. They are *new beginnings, growth, dreams* and *turning challenges into opportunities*. Called the 'What's Important Series II', the bracelets seek to normalise conversations on mental illness, especially among young adults.

"We received positive feedback from last year's collaboration with The Mindful Company, and are pleased to be able to raise S\$13,000 from the collaboration to support our youth outreach programmes," said SAMH, President, Dr. Francis Yeoh. "We are glad to be marking another year of partnership with The Mindful Company. As this year's World Mental Health Day focused on the young, the 4 themes were chosen to empower this vulnerable group to speak openly about their mental health issues and be comforted in knowing that they are not alone in going through their experiences."

Ms Ciara Yeo, Co-Founder, The Mindful Company, said, "We're excited to work with SAMH on a second bracelet collection to celebrate the courage and journeys of the youth clients from SAMH's YouthReach programme. Six inspiring youths have shared their stories to encourage others to talk about mental health and wellbeing in the community. This year's collection focuses on personal growth and new beginnings, and each bracelet showcases their stories of resilience, joy and generosity."

The 'What's Important Series II' bracelets are individually made with hypoallergenic, tarnish and corrosion resistant stainless steel. The rose gold bracelets are plated in 18K rose gold with anti-tarnish coatings.

The bracelets are currently on sale through The Mindful Company's [website](#). Priced at S\$39, S\$10 from the sale of every bracelet will go to SAMH to raise funds in support of their youth mental health

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 II'

Sun: Sun is a reminder that it's never too late to start new beginnings. Every morning is an opportunity to celebrate a new day, a new chapter, a new perspective.



- Each morning, I try to remind myself that I want to make a difference and do something positive that helps the community. — Ben, 20, aspiring photographer
- Each day it's important to thank yourself for having the courage to do what you want to do. — Jaas, 21, aspiring filmmaker

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

- Success to me means to accomplish something that is important to you. Not just studies. — Toshi, 14, aspiring vet
- Looking at the sky and the sea, you'll realise how insignificant your problems are and it fills you with a sense of hope that you can get through it. I'm excited for the future but I'm also scared. The key is to focus on the end goal and do what you love by taking it one step at a time. — Jaas, 21, aspiring filmmaker

Lemon: As they say, "when life gives you lemons, make lemonade." Lemon is a reminder to make the best of the challenges that life throws at you. Turn every challenge into an opportunity.

- Being brave helps me to overcome a lot of things. Getting off my wheelchair was my proudest moment because it took a lot of courage. — Yi Ming, 17, aspiring pastry shop owner
- Sometimes people who are struggling are not open. I feel that it's better to be open to those people that you trust, be it your family or friends. It's better to get help than struggle alone and doubt yourself. — Raihanah, 18, aspiring psychologist

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.

- Dreams are goals for you to work towards. They give you a purpose in life. You won't feel very excited about each day or you won't feel like you have a sense of direction if you don't have dreams. — Bonnie, 18, aspiring counsellor
- I want to open a pastry shop that sells cakes and ice cream, because I think cakes and ice cream make people happy and I'd love to see their smiles. — Yi Ming, 17, aspiring pastry shop owner

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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, social service organisation seeking to promote mental health in the community and improve the rehabilitation and reintegration of persons with mental illness.

About The Mindful Company

Singapore-based jewellery brand, The Mindful Company, focuses on creating everyday modern jewellery that are rich in meaning, quality and story; products inspired by the lives of real, purposeful women and men. The Mindful Company is a registered Social Enterprise with raISE Singapore. For more details, visit www.mindful-company.com.