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## FOR IMMEDIATE RELEASE

September 14, 2020

### **Canopy Children's Solutions Partners with Baptist Memorial Health Care to "Illuminate Hope" on World Mental Health Day**

Jackson, MISS.—Canopy Children's Solutions (Canopy), alongside Baptist Memorial Health Care, is excited to *Illuminate Hope – Hope Takes Flight on World Mental Health Day* on October 10, 2020. This unique experience seeks to bring together communities in one accord to focus on mental wellness, resilience and hope for the future.

"We are in a significant mental health moment and it is critical to be resilient and focused on hope so we may maintain the momentum to move forward," said Canopy CEO John D. Damon, Ph.D. "Prolonged stress, when left unchecked, can have serious consequences on physical and emotional well-being. *Illuminate Hope* brings awareness to ways we can improve well-being and reduce the stigma of mental health."

*Illuminate Hope* is an experience that participants may enjoy individually or with friends and loved ones in the comfort and safety of their home. As part of the experience, participants can receive a specially-curated box designed to facilitate healthy conversations with activities focused on mental wellness. The experience will feature a lantern release signifying hope for all. The experience includes a variety of levels of support and participation, encouraging an inclusive experience for all.

Canopy invites all individuals and businesses to participate in *Illuminate Hope* by visiting [mycanopy.org/shinethelight](https://mycanopy.org/shinethelight).

"Baptist Memorial Health Care is proud to join with Canopy Children's Solutions on World Mental Health Day to help raise awareness of mental health issues and resources," said Caitlin Hayden, system community outreach senior coordinator for Baptist Memorial Health Care. "With the increased anxiety and separation from family and friends as a result of the COVID-19 pandemic, we are facing a global mental health emergency. So it's more important than ever that we shine a light on this issue and provide access to compassionate care and treatment."

"We are excited to see social media light up on World Mental Health Day with participants releasing hope lanterns and the message that will send to thousands about the importance of hope," said Heidi Noel, Canopy Director of Development.

*Illuminate Hope* is part of Canopy's *Shine the Light on Mental Health* campaign presented by Trustmark. Two-time Pulitzer Prize finalist and Mississippi editorial cartoonist, Marshall Ramsey illustrated a public service announcement urging Mississippians to shine a light on mental health. The PSA can be seen [here](#).

To learn more, visit [mycanopy.org/shinethelight](https://mycanopy.org/shinethelight).

**ABOUT CANOPY CHILDREN'S SOLUTIONS:** *Canopy Children's Solutions is Mississippi's largest and most comprehensive nonprofit provider of children's behavioral health, educational and social service solutions. Founded in 1912, Canopy offers a full array of integrated, community-based services in all 82 counties as well as intensive campus-based and educational programming. For more information, please contact 800-388-6247 or visit us on the web at [mycanopy.org](https://mycanopy.org).*

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**ABOUT BAPTIST MEMORIAL HEALTH CARE:** *One of the country's largest not-for-profit health care systems, Baptist Memorial Health Care offers a full continuum of care to communities throughout the Mid-South. The Baptist system, which consistently ranks among the top integrated health care networks in the nation, comprises 22 affiliate hospitals in West Tennessee, Mississippi and East Arkansas; more than 5,000 affiliated physicians; Baptist Medical Group, a multispecialty physician group with more than 800 providers; home, hospice and psychiatric care; minor medical centers and clinics; a network of surgery, rehabilitation and other outpatient centers; and an education system highlighted by the Baptist College of Health Sciences. The Baptist system employs more than 19,000 people, and in fiscal year 2018 contributed more than \$349 million in community benefit and uncompensated care to the communities it serves.*

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