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Mental Health America and Psych Central Partner to Create Online Mental Health Social and Information Network

New Site Will Offer Trustworthy Information for Consumers

NEWBURYPORT, Mass. and ALEXANDRIA, Va. – June 20, 2007 – Mental Health America, the nation's leading non-profit mental health organization, and Psych Central[®] (www.psychcentral.com) today announced that the two organizations are partnering to create a comprehensive online mental health social and information network. Planned for launch later this year, the partnership will create the nation's leading network to provide consumers with the most credible, trustworthy and high-quality mental health information and community on the Internet.

“With an increasing number of people turning to online resources for mental health information, there needs to be reliable content supported by established organizations,” said David L. Shern, Ph.D., president and CEO of Mental Health America. “This partnership will bring quality content to a growing network of people promoting mental wellness and result in additional clarity for those who seek trusted mental health information online,” said Shern.

The partnership will feature content from both organizations, including daily news articles, research briefs, book reviews, interviews with leading experts, online community forums, and more. The portal will also enable consumers to personalize content based on their needs. For example, if someone is interested in depression, he or she will be able to sign up to receive this custom content delivered daily.

“We’re extremely proud to be able to partner with Mental Health America for this effort,” said Dr. John M. Grohol, Psy.D., founder and publisher of Psych Central. “For more than 12 years, Psych Central has been helping to break down the stigma related to mental health issues through its online efforts. This partnership is the next step in support of that cause. Together, we’ll integrate the best mental health information and help grow a community while providing new ways for people to connect with each other,” said Grohol.

According to the Pew Internet & American Life Project, more than 25 percent of Internet users search for mental health information online.¹ This increased interest along with the growing number of choices for consumers to receive mental health information, it’s never been so important that sites maintain strong ethical standards and adhere to stringent privacy policies.

Psych Central has been consistently recognized as one of the top resources for mental health and psychology information online serving more than 600,000 visitors each month with more than 10,000 pages of content. Mental Health America, formerly known as the National Mental Health Association, has a network of more than 320 affiliates nationwide that support the awareness and support of mental health issues.

About Psych Central

Psych Central[®], located at PsychCentral.com, is a leading mental health portal that features original, peer-reviewed editorial content, news, research briefs, clinical trials, ratings and reviews of medications and treatments, the popular *World of Psychology* blog, and a thriving online support community. Each month more than 600,000 people visit Psych Central’s independent libraries and communities, contribute to their own blogs, take an interactive screening quiz, and track their progress over time. Founded in 1995, Psych Central is published by John M. Grohol, Psy.D., a pioneer and expert in online mental health. Dr. Grohol’s leadership helped to break down the barriers of stigma often associated with mental health concerns, bringing trusted resources to the Internet.

Psych Central does not provide professional diagnosis or treatment.

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¹ “Eight in ten internet users have looked for health information online...” Pew Internet & American Life Project, May 17, 2005. http://www.pewinternet.org/pdfs/PIP_Healthtopics_May05.pdf

About Mental Health America

Mental Health America is the country's leading nonprofit dedicated to helping all people live mentally healthier lives. With our more than 320 affiliates nationwide, we represent a growing movement of Americans who promote mental wellness for the health and well-being of the nation - everyday and in times of crisis.

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Synopsis:

Mental Health America and Psych Central today announced a partnership that will create an online mental health information and social network. The site will feature original news and resource content. MHA is the country's oldest and largest mental health advocacy group. Psych Central was founded in 1995 by Dr. John Grohol, Psy.D. to help break down the stigma associated with finding mental health information online.

Tags:

Psych Central PsychCentral Grohol John National Mental Health Association America News Content Online Social Networking Network Web 2.0 Partnership Advocacy

Links:

Psych Central: <http://www.psychcentral.com>

Mental Health America: <http://www.mentalhealthamerica.com>

Logos as above.