



American
Foundation
for Suicide
Prevention



Seize the Awkward Quote Addendum

This document contains additional quotes from campaign partners and supporters.

Partner Quotes

Chegg: Mitch Spolan, EVP, Marketing Services

"As a student fist organization, we're proud to support *Seize the Awkward* to share such a critical message of suicide prevention and mental health awareness with millions of students across the nation. Today's student population deals with more stressors than ever and, as an advocate for students, we want to empower them to speak up and seek help."

GOOD Media Group: Jennifer Lindenauer, Chief Marketing Officer

"Upworthy believes in empathic stories to break down stigmas. Stories that help our audience learn about people suffering from mental health issues are some of our all-time most popular content, and in the last year it was the third most popular topic on our Facebook page. We're proud to support the important work that Ad Council is doing through their Suicide Prevention campaign."

Reddit: Bryan Rosenblatt, Director of Sales

"At Reddit, we believe everyone deserves a safe and genuine community that allows for conversations about even the hardest topics. In joining the Ad Council in this campaign, we hope to encourage more teens and young adults to reach out, connect, and talk about mental health challenges with one another."

Wattpad: Chris Stefanyk, Head of Brand Partnerships

"Around the world the Wattpad community is known for its positivity and supportive environment," said Chris Stefanyk, Head of Brand Partnerships at Wattpad. "Wattpad is a place where more than 65 million people feel safe to share their unique stories, experiences and perspectives. We're thrilled to work with the Ad Council and other partners to support *Seize the Awkward* and empower people to share their stories of mental health challenges."

Talent/Creator Quotes

Gideon Glick, Actor, "Awkward Silence"

"Talking about mental health with your friends is really awkward, and that's coming from a naturally awkward guy. But it's such an important message. It was an incredible experience to be a part of this campaign and help a cause that's so close to my heart."

Hannah Hart, [Creator](#)

"It's important now more than ever that we keep our hearts and minds healthy. To those who feel lost and alone in this world, I hope the messages that surround this campaign reach them in some way."

Liza Koshy, [Creator](#)

"Mental health is very dear to my heart, and my head. But also to my loved ones, who encouraged me to talk about it. My friendships grew stronger, and so did I. So speak louder than your brain does. If she



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SEIZE THE AWKWARD

won't shut up, neither should you. Share and take care. It rhymes, do it. You are stronger than you feel, and more loved than you know. Tell your brain that too."

Mark Fischbach (Markiplier), [Creator](#)

"Some people prefer to bear their problems in silence, but that doesn't mean they always have to suffer alone. If you see your friend going through a rough time, reach out to them. Giving them a chance to talk will always be worth the awkward moment."

Meredith Foster, [Creator](#)

"It is so important that people feel safe and supported when opening up about mental health. I have friends and family who have been positively impacted from being able to freely express how they feel and know they are not alone. I hope this campaign encourages people to reach out to someone they know and be a friend they can confide in."

Orion Carloto, [Creator](#)

"Discussing mental health is incredibly important because once you acknowledge that it exists, it will no longer associate with the stigma that it carries. Keep the conversation going and seek help if you need it. Opening up may feel burdening, but once you do, it will just make the process of healing much easier. It's perfectly okay to feel vulnerable, remember that."

Shannon Beveridge, [Creator](#)

"This is the PSA I needed to see as a teen. I really hope that this message encourages even just one person to reach out to a friend for help."

Tyler Oakley, [Creator](#)

"Nobody is able to get through this world alone, and one of the bravest things you can do is reach out for help when you need it. Open and honest discussions about mental health save lives, and a simple, 'how are you?' can make a world of difference."

Tyler Posey, Actor

"Over the last few years I've really started to learn and become aware of how real and unique mental health is. I've had small doses of depression and am very sympathetic to anyone going through any sort of mental health issue, no matter how big or small. I don't think there is enough talk in this community about the dangers and facts of how serious this subject is, and I couldn't be more down to use my platform to help spread those facts and relate with my own experiences."