



DITCH THE DRAB ON BLOOMING MONDAY: 20 January 2014

Monday 20 January 2014 is expected to be the most depressing day of the year. Now, individuals and organisations are being challenged to cheer up the day and make a real difference to people with depression and seasonal affective disorder (SAD).

MRHUK is once again hosting **Blooming Monday** in order to help break down the continuing stigma attached to mental illness. One in four people will have some form of mental illness in their lives.

Blooming Monday is an annual campaign which takes place on Monday 20th January 2014 - the third Monday in January.

It's a short, dark day, known historically as 'Blue Monday': the most depressing day of the year and comes quickly after the Christmas festivities have ended. Spring feels far away, and typically people feel rather low. And yet, despite increasingly lengthy winters, most people tend to wear dark clothes in the darkest months.

MHRUK says: "Ditch the drab on Blooming Monday". Blooming Monday gives everyone the chance to brighten up for a day, as well as making a real difference to mental health research.

Participants can have a bit of fun in the post-Christmas slump - which should also boost their own mental well-being - on what is often described as the most depressing day of the year.

Founder member and Trustee of MHRUK, Dr Laura Davidson, said: "Blooming Monday is an annual campaign to bring some cheer on 'Blue Monday'. In 2014, we invite everyone to join our Blooming Monday campaign and make a big visual impact by injecting some unexpected colour and joy into the day.

"It's a simple ask: that everyone wears their brightest clothes on one of the dullest days of the year. Even if you have to wear formal clothes to work, you can at least wear a bright tie or scarf or even socks for a change, and bring a smile to someone's face.

“By taking part and encouraging friends and work colleagues to wear bright clothes for Blooming Monday on 20th January 2014, you can make a real difference to those with mental ill-health.

“MHRUK funds research into the causes of mental illness and helping to develop much better treatments to reduce the misery resulting from it. We welcome all donations and collections, however small, towards a new Blooming Monday research scholarship on depression. The easiest way to donate is by text. For less than the price of your next cup of coffee, please text BLOO22 £2 to 70070.

“Find Blooming Monday on facebook and twitter and join in by posting or tweeting photos of you and others wearing your brightest clothes on the day for a chance to win a Blooming Monday t-shirt. The most spectacularly outlandish, neon, clashing outfit will win!

“Ditch the greys and drop the drab attire - wear bright clothes on Blooming Monday and support research into depression. Please get your friends and work colleagues involved – and just for the day, brighten up!”

To find out more, or to keep up to date with MHRUK and its efforts to improve the lives of those suffering from depression and other mental illnesses, visit the website at www.mhruk.org/campaigns/

ends

Notes to editors

MHRUK is the first charity in the UK dedicated to funding research into the causes of mental illness in order to develop much more effective treatments that really work and do not cause debilitating side-effects.

Participants in Blooming Monday may take a collection in the workplace, school or organisation website and send a cheque to MHRUK. Full details of ways to donate are on the website at <http://www.mhruk.org/make-a-donation/> Alternatively, MHRUK asks for a donation of just £2 on the day by texting BLOO22 £2 to 70070. This enables the donor to add gift-aid.

To interview the founders of MHRUK or for more information, call Dr. Laura Davidson on 07545 807841 or email trustees@mhruk.org

