



**CalHOPE**

# Good News Bulletin



## Month in Review

ABC TV

### LOCAL SPOTLIGHT



We continue spreading CalHOPE's message around the state. We worked with our partners at ABC to produce a Local Spotlight segment featuring Gigi Crowder, Executive Director of NAMI Contra Costa. Gigi spoke about the challenges of mental health today and what CalHOPE means for the community as a tool for help and hope. This spotlight aired on KABC (LA) and KGO (SF). See more [here](#).

KXTV SACRAMENTO

### YOUR CALIFORNIA LIFE

On February 24th, we had an excellent interview on KXTV with Lupita Rodríguez, Program Director of Health Education Council, in the Your California Life segment, where she highlighted the support that CalHOPE gives throughout the state, its website, playbook, and resources available to everyone. In addition, she mentioned some tips to support good mental health. See more [here](#).

SAN JOSE SHARKS

### EDUCATION MONTH

Across January and February, CalHOPE was star of the show for the Sharks' Education Month! We arranged a Sharks theme night with special signage, and through local partner MHACC, CalHOPE helped pack STEM education kits for underserved youth and distribute them live to a local school. The Sharks produced a video recap which was shared on their social media and website. See more [here](#).

LA KINGS

### COURAGE AWARD CEREMONY

At the LA Kings game on February 13<sup>th</sup>, we arranged a celebration ceremony for the January Courage Award winners. We were proud to present Anastasiia Slivina, a senior on the USC rowing team, and Yuliia Zhytelna, a sophomore tennis player for Cal State Northridge. The athletes were highlighted live in front of the crowd, who applauded them with great energy. See more [here](#).

On February 22, CalHOPE sponsored a radio campaign on KNX Town Hall, which was exploring the pandemic's impact on our young people. Our special guest was Justine Fischer, Community Director for the CalHOPE Schools Initiative Partnership, who talked about CalHOPE and its goals and services. Also, she explained the work CalHOPE Schools is doing and how Californians can access support, help and hope. In addition, we promoted the broadcast with social posts and :30s radio spots. We had a takeover on their website and pre-roll videos on YouTube, among others. See more [here](#). (Justine's interview begins at 29:30)



### COMING IN MARCH:

- CalHOPE is featured in an exciting theme night with the LA Kings for Mexican Heritage Month.
- Engaging in-school programs with the LA Clippers bring CalHOPE and All It Takes messaging directly to our youth!