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Contact: Annmarie Doran

312-255-3078 (o)
312-255-3030 (f)

Market M Helps Mental Health America of Illinois Bring Attention to Mental Health Issues with a New Web Site

Chicago, IL – October 2, 2007 – Today, Market M was hired by Mental Health America of Illinois (MHA) - formerly *Mental Health Association in Illinois* - to design and launch its new Web site (www.mhai.org) to help increase awareness of mental health issues in Illinois communities.

The project's objective is to design a site that supports MHA's mission of promoting mental health, working for the prevention of mental illnesses, and improving care/treatment for persons suffering from mental and emotional disorders. This will be accomplished through sections dedicated to:

- *Youth* – information, tips and resources geared specifically towards children, adolescents and teenagers
- *Resources* – programs and tips on the prevention, treatment and knowledge of mental illnesses affecting children, adolescents, teenagers, adults and senior citizens
- *Volunteer* – opportunities for Illinois residents to become Mental Health Champions by offering their time, experience and skills to reducing the stigma associated with mental illnesses

"Market M has extensive design experience working and supporting non-profits focused on mental health in Illinois. This experience will help us design and build a site that not only provides valuable information on the importance of mental health but puts a face to those affected by mental illness in an effort to reduce its stigma," said Mental Health America of Illinois' Executive Director, Carol Wozniowski.

"MHA is doing amazing work in Illinois to educate residents about mental health issues. We are excited to be a part of their efforts and hope the new Web site will be a powerful resource in Illinois," said Market M Founder & CEO Courtney Hill.

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About Mental Health America of Illinois

Mental Health America of Illinois (**formerly Mental Health Association in Illinois*) is dedicated to promoting mental health, working for the prevention of mental illnesses and improving care and treatment for persons suffering from mental and emotional disorders. Founded in 1909, MHAi is the only non-profit, non-governmental, statewide organization in Illinois concerned with the entire spectrum of mental and emotional disorders. To learn more, please visit www.mhai.org.

About Market M

Market M is an integrated marketing firm focused on providing comprehensive project and campaign based solutions for small to mid-sized businesses, as well as non-profits. We also help large companies and government agencies develop marketing campaigns targeting the small business marketplace, and serve as a low-cost alternative for developing marketing support material for companies of all sizes. To learn more about Market M, visit us online at www.marketm.com.

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