



**FOR IMMEDIATE RELEASE**

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## **Market M Designs Mental Health Association of Illinois Valley's Web Site to Promote Mental Health Issues**

**Chicago, IL – November 8, 2007** – Today, Market M was hired by the Mental Health Association of Illinois Valley (MHAIV) to re-design its Web site ([www.mhaiv.org](http://www.mhaiv.org)) to serve as an informational resource and promote the mental health issues affecting residents in central Illinois.

MHAIV's newly re-designed Web site will focus on providing education, building awareness and offering advocacy through its *Mental Health Matters* commitment. This commitment will be showcased through sections dedicated to explaining:

- How MHAIV understands and helps the rural community of central Illinois
- Why MHAIV focuses on helping youth understand they are not as alone as they think
- What resources MHAIV provides new mothers dealing with postpartum depression
- How MHAIV promotes and supports survivors of mental illness through stories of recovery
- Who MHAIV can help and support no matter their age, gender and race
- How MHAIV involves the community to reduce the stigma and shame associated with mental illnesses

"Central Illinois, just like the rest of the State and the country, is affected by the tragedies and successes of mental health. MHAIV is dedicated to preventing these tragedies and promoting the success. With Market M's help we will have a Web site that allows us to expand our efforts to accomplish this," said Mental Health America of Illinois Valley's Executive Director, Katie Jones.

"MHAIV is a powerful and consistent support system for central Illinois. It is an honor to help them in their important work by creating a Web site that promotes education, awareness, and advocacy in Illinois and surrounding communities," said Market M Founder & CEO Courtney Hill.

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### **About Mental Health Association of Illinois Valley**

The Mental Health Association of Illinois Valley, Inc. is an affiliate of Mental Health America and founded in 1959 in the Central Illinois area. Our mission is to promote mental health through education, awareness, and advocacy. We are a registered 501(c3) nonprofit organization. Through our numerous programs, we provide the Illinois Valley area with crisis intervention, senior and mental health professional services. To learn more, please visit [www.mhaiv.org](http://www.mhaiv.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 organizations of all sizes. To learn more about Market M, visit us online at [www.marketm.com](http://www.marketm.com).

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