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**JUST IN TIME FOR MENTAL HEALTH AWARENESS MONTH THIS MAY, MAN THERAPY ADDS  
NEW TOOLS TO ITS WEBSITE, CONTINUING ITS MISSION TO HELP MEN TACKLE DEPRESSION,  
DIVORCE AND EVEN SUICIDAL THOUGHTS**

DENVER (May 8, 2014) – May is Mental Health Awareness Month and Man Therapy has recently enhanced its tools to help men maintain their mental health and fix themselves the manly way. The Man Therapy campaign was launched in Colorado in July 2012 as the result of a unique partnership between Cactus, a Denver-based advertising agency, the Office of Suicide Prevention at the Colorado Department of Public Health and Environment and the Carson J. Spencer Foundation. This groundbreaking new approach to men’s mental health issues has since launched in several other states, as well as internationally.

The new tools available now at [www.mantherapy.org](http://www.mantherapy.org) include:

- Man Therapies Section, with:
  - One-on-one with featured partner, The Mind Master
  - Pro Therapy, powered by helppro.com
  - Support Groups Central
  - Rich’s List of Man Therapy-certified resources: The “Little Black Book” for your brain
- A Veterans Resources section under “Gentlemental Health”
- A new White Paper issued in March 2014 with campaign results to-date
- Man Therapy e-cards available in partnership with the National Suicide Prevention Lifeline

The purpose of the Man Therapy campaign is to provide men approaching crisis, and the people who care about them, a place to go and learn more about men’s mental health, examine their own and consider a wide array of actions that will put them on the path to treatment and recovery. The message is that all men should be aware of their mental health, treat it like they would a broken leg and strive to get better. Man Therapy reshapes the conversation, using humor to cut through stigma and tackle issues like depression, divorce and even suicidal thoughts head on, the way a man would do it.



The centerpiece of the campaign is the mantherapy.org website, where men and their loved ones will find they have a virtual appointment with Dr. Mahogany. He greets visitors, makes them feel at ease and then provides an overview of what they will find and explore during their visit.

“Man Therapy features Dr. Rich Mahogany as our main character. He’s a man’s man who is dedicated to cutting through the denial with a fresh approach using his rapier wit, odd sense of humor, no bullshit approach and practical, useful advice for men,” said Joe Conrad, Cactus Founder and CEO. “Dr. Mahogany guides visitors through an 18-pt Head Inspection and offers advice and access to resources, including crisis services, in a tone that debunks the age-old stigma that says mental health disorders are an unmanly sign of weakness.”

Since it’s 2012 launch, Man Therapy has received nearly 300,000 unique visits, with nearly 60,000 completing the 18-point head inspection and almost 20,000 accessing crisis information. 79% of visitors are males between the ages of 25 – 64. When surveyed, 73% of users said the 18-pt Head Inspection helped direct them to the appropriate resources on the web, and over 80% of users said they would recommend the site to a friend in need.

“This campaign goes beyond just awareness to really engage men and draw them into the conversation,” noted Sally Spencer Thomas, Director of Carson J. Spencer Foundation. “It teaches them about men’s mental health and encourages them with options ranging from do it yourself techniques all the way to professional therapy and resources.”

### **Cactus**

Cactus is a full-service brand communications agency providing business solutions for companies and causes through brand strategy, advertising, design, interactive and media services. The agency’s mission is to create meaningful work that makes a huge impact. Cactus has been nationally recognized for its break-through creative executions by The One Show, Communication Arts, The Webby Awards, South by Southwest, Favourite Website Awards, Advertising Age, Creativity and Print’s Regional Design Annual. To learn more about Cactus, visit [www.cactusdenver.com](http://www.cactusdenver.com).

### **Colorado Office of Suicide Prevention**

Office of Suicide Prevention, a legislatively mandated entity of the Colorado Department of Public Health and Environment, charged with serving as the lead entity for statewide suicide prevention and intervention efforts, collaborating with Colorado communities to reduce the number of suicide deaths and attempts in the state.



**Carson J Spencer Foundation**

The Carson J Spencer Foundation is a Colorado-based 501(c)(3) organization that delivers innovative and effective suicide prevention programs for working-aged people, coaches young leaders to develop social enterprises for mental health promotion and suicide prevention and supports people bereaved by suicide.

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