

Article of *interest*

Go Lime Green for Mental Health Awareness

A “lime green” campaign for mental health awareness is gaining more attention and popularity in the United States. Like pink for breast cancer awareness and blue for autism awareness, the color lime green for ribbons and t-shirts to promote mental health has been embraced by many organizations around the country, particularly for May is Mental Health Month. The lime green campaign has a [website](#) and a [Facebook](#) page. According to the Lime Light Mental Health web site, the campaign seeks to “promote brain or mental health by: 1) Advocating for mental health issues with LIME GREEN (awareness ribbon and Limelight theme) during May Mental Health Month and year-round through promotions, events and media; 2) Normalizing annual and periodic mental health

check-ups as part of overall wellness; and 3) Fundraising for or in conjunction with organizations that educate the public about the brain, provide mental

health services, reduce stigma, and research treatments and causes of mental health stressors.” During May, the campaign encourages mental health advocates to use the lime green color in creative ways, including by “lime lighting” buildings, bridges, or other local structures, as pictured above. (CMHDA Contact: [Kirsten Barlow](#))



Para obtener más información sobre el "verde

lima" de campaña, por favor visite: <http://www.limelightmentalhealth.com/>

