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KEVIN MCHALE SAYS, “TALK TO ME” FOR THE TREVOR PROJECT
National Campaign Raises Awareness for National Suicide Prevention Week

West Hollywood, CA (August 31, 2011) – Star of television’s hit show, GLEE, Kevin McHale helps to launch The Trevor Project’s, “[Talk to Me](#)” awareness campaign for National Suicide Prevention Week (September 4-10, 2011) in a new public service announcement released, today at www.TrevorTalkToMe.org. The multi-faceted campaign is designed to encourage individuals to engage in interpersonal communication, like phone and video calls, and other positive behaviors which can help prevent suicide. “Talk to me” is a new initiative of The Trevor Project, a recent honoree of the White House as a Champion of Change for innovation in suicide prevention, especially among youth and lesbian, gay, bisexual, transgender and questioning (LGBTQ) young people.



“We know through our work on the Trevor Lifeline that you can understand much more about what a person is going through just by talking. During National Suicide Prevention Week, The Trevor Project asks that you join the campaign for conversation, ‘Talk to Me,’ and get in the habit of healthy, and potentially life-saving conversation,” said David McFarland, Interim Executive Director of The Trevor Project. “National Suicide Prevention Week is about knowing what to do if someone you care about is in crisis, even if that person is you. Leaders like Kevin McHale have taken the pledge to ‘Talk to Me,’ and we challenge all Americans to call someone and really talk this week, because you never know when your call can help save a life.”



“Talk to Me” is grounded in academic and anecdotal research about the value of interpersonal communication. The phrase, “Talk to Me,” conveys caring and trust, as well as the intent to listen. For a person experiencing a crisis, whether life-threatening or not, knowing there is someone who is willing to listen can de-escalate the scenario.

The campaign is also aligned with The Trevor Project’s core crisis intervention program, the Trevor Lifeline, a 24/7 phone counseling service for LGBTQ youth, ages 13-24. Since the Lifeline opened in 1998, hundreds of thousands of youth have called in need of help and a caring person to talk to. The leading challenges of individuals calling the Lifeline include: feeling isolated; depression; problems with family members; problems with bullying; questions about their sexual orientation or gender identity; considering suicide; considering cutting.

The campaign, “Talk to Me” engages people through www.TrevorTalkToMe.org, a microsite providing multiple ways to participate, including:

- A PSA featuring Kevin McHale about “Talk to Me”
- A video of The Trevor Project’s suicide prevention mnemonic, “Y-CARE” teaching how to help save a life
- “Talk to Me” Pledge to connect with someone by phone or Skype
- “Talk to Me” Facebook and Twitter badges
- Interactive space for individuals to upload photos and videos of “Talk to Me”
- “Talk to Me” graphics to develop t-shirts and other wearable art
- “Talk to Me” web banners and graphics

While the campaign’s focus centers around National Suicide Prevention Week, the microsite and engagement will extend throughout the month of September. For more information about “Talk to Me” visit www.TrevorTalkToMe.org, and join the campaign for conversation.

ABOUT THE TREVOR PROJECT

The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender and questioning youth, ages 13-24. Every day, The Trevor Project saves young lives through its free and confidential lifeline, in-school workshops, educational materials, online resources and advocacy. The organization has recently been named a “Champion of Change” by the White House for leadership and innovation in suicide prevention. For more information, visit TheTrevorProject.org.