



FOR IMMEDIATE RELEASE

Lloyds Bank mental health awareness campaign returns to our screens

- Lloyds Bank, in partnership with Mental Health UK, refresh innovative mental health awareness campaign, featuring Professor Green and Victoria Pendleton
- Initial campaign in February successful in encouraging conversations around mental health
- Campaign will run across ITV, Channel 4 and Sky as well as on Facebook and Instagram

Lloyds Bank and charity partner Mental Health UK have today re-launched their #GetTheInsideOut advertising campaign, which aims to encourage more people to feel comfortable speaking about mental health.

The original campaign, launched in February, received a positive response, prompting lots of conversation on social media. The refreshed advert will feature a mix of the celebrities, members of the public and colleagues who resonated the most with audiences, playing a variation of the 'Who am I?' sticky-note guessing game to explore the common misconceptions about living with a mental health condition. It will be shown across Channel 4, ITV and Sky for two weeks.

The campaign will also run on Facebook and Instagram, featuring clips of some of the members of the public and colleagues from the advert sharing how talking to someone has helped them.

Catherine Kehoe, Director, Group Brands and Marketing, said: "Mental Health is a really important subject for our customers, colleagues and society as a whole and I'm delighted that the original campaign has had such a positive impact.

"It's fantastic to have the opportunity to continue to encourage open and honest conversations about mental health conditions without fear of judgement. 1 in 4 people in the UK will experience a mental health condition, so it's essential for us to continue to raise awareness of and help break down the stigmas associated with mental health conditions."

"Too many people with mental health problems feel isolated and misunderstood," added **Brian Dow, Managing Director of Mental Health UK.** "Yet we all have mental health so the more we talk and listen about it, the easier it becomes for everyone. This campaign will help get mental health out in the open, where it belongs."

~ ENDS ~

PRESS RELEASE

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LLOYDS BANK

Note to editors:

Lloyds Bank and Mental Health UK Charity Partnership

Lloyds Bank is proud to be working in partnership with Mental Health UK. Together the Bank and Charity aim to promote awareness of the link between mental health and money problems, encourage discussion between customers and colleagues. To date, colleagues and customers have raised over £6 million which has enabled Mental Health UK to design, build and launch a pioneering new service called [Mental Health and Money Advice](#). This service is the UK's first advice service dedicated to helping people understand, manage and improve their financial and mental health.

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