

NONPROFITS

Saks Fifth Avenue gives over windows in New York to mental health awareness effort

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Saks Fifth Avenue Foundation has taken over Saks' windows on Fifth Avenue in New York to promote awareness of mental health and also offer access to a text help line. Image courtesy of Saks Fifth Avenue Foundation

By LUXURY DAILY NEWS SERVICE

The Saks Fifth Avenue Foundation has debuted in the windows of Saks' Fifth Avenue flagship in New York with a mural dedicated to mental health awareness.

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Saks partnered with Fountain House and Crisis Text Line as part of its mission to address mental health issues in local communities by raising awareness, improving access to care and promoting tools and skills for those who need it the most.

"The Saks Fifth Avenue Foundation is committed to increasing awareness of mental health in every community and improving access to valuable tools and resources," said Marc Metrick, president of Saks Fifth Avenue, in a statement.

"Mental health is one of the most important issues of our lifetime, yet many people are afraid to speak up or seek help," he said.

The Saks Fifth Avenue Foundation is allied to Saks Fifth Avenue, one of three retail brands in Toronto-based HBC's portfolio, including Saks Off Fifth and Hudson's Bay Company.

Display concern

The windows on **Saks Fifth Avenue** across from Rockefeller Center show artwork by Fountain House Gallery artist Osvaldo Cruz.

Called "We Are Not Alone," the mural addresses the challenge of living with mental health issues such as social isolation, shame and stigma. It was also the name of the original founding group of Fountain House.

Since its creation in 2017, the **Saks Fifth Avenue Foundation** has invested more than \$3 million in U.S. mental health initiatives, reached nearly 2 million individuals with messages that combat the shame and stigma surrounding mental health struggles, and supported programming in nearly 50 high schools and colleges to create the policies, practices and conversations to promote positive mental health outcomes.

The foundation funded two of the leading research and treatment institutions that are focused on mental health breakthroughs.

Another creation was an internal Mental Health Ambassador program, as well as hosting mental health awareness events for employees.



Saks Fifth Avenue Foundation windows displaying Osvaldo Cruz's "We Are Not Alone" mural addressing the challenge of living with mental health issues. Image courtesy of Saks Fifth Avenue Foundation

Per the National Institute of Mental Health, 20 percent of adults in the United States suffer from mental illness each year.

Crisis Text Line offers free, round-the-clock confidential support for those in crisis, all through text.

The Saks windows remind viewers that they can text "GO" to the Crisis Text Line at 741-741 if they or someone they know needs help.

THE SAKS Fifth Avenue Foundation windows will be up through March 2. The foundation's annual fundraiser will follow March 13.

"Through our Fifth Avenue window displays, we see a tremendous opportunity to ignite the conversation around this crucial issue and further our foundation's mission to drive progress and change," Mr. Metrick said.

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