

RETAIL

Bloomingdale's partners with Dear Evan Hansen for Mental Health Awareness Month

May 12, 2022



Bloomingdale's is partnering with the Child Mind Institute and "Dear Evan Hansen." Image courtesy of Bloomingdale's

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Bloomingdale's is commemorating Mental Health Awareness Month by partnering with one of Broadway's most beloved musicals.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Bloomingdale's has partnered with mental health nonprofit Child Mind Institute and the Tony and Grammy Award-winning production, *Dear Evan Hansen*. With a series of activations, Bloomingdales and its partners are aiming to reduce the stigma associated with mental health.

"Bloomingdale's is proud to continue our longstanding partnership with the Child Mind Institute during this critical period of Mental Health Awareness Month," says Frank Berman, executive vice president and chief marketing officer at **Bloomingdale's**, in a statement. "And, along with our partner Dear Evan Hansen, whose powerful message of hope has connected with global audiences, we can combat stigma and inspire families to get the help they need."

Lending a hand

For the entire month of May, shoppers at Bloomingdale's will be invited to round up their purchases to the nearest dollar in stores, or donate on [Bloomingdales.com](https://www.bloomingdales.com) to support the Child Mind Institute. Every contribution directly supports the nonprofit's mission.

The current campaign continues Bloomingdale's partnership with the Child Mind Institute, as the pair have worked together since 2009. Since the partnership's inception, Bloomingdale's has helped raise more than \$3 million in supporting the nonprofit, which aims to transform the lives of children who are struggling with their mental health and learning disorders.

Several visual displays featuring positive affirmations will also be present at select Bloomingdale's stores. Shoppers will also be invited to wear and take home buttons as the store chain hopes the adornments will foster further conversation about mental health.

Bloomingdale's has also partnered with the beloved musical *Dear Evan Hansen*, which is rooted in mental health themes, in filming a public service announcement video. The video, which features the show's lead actor, Zachary

Noah Piser, is playing in the Bloomingdale's 59th street flagship's windows for the entire month, and is featured on the Bloomingdale's Instagram.

The musical, which has an immense following, is beloved by millions and touches on several mental health points.

Mr. Piser and costar Talia Simone Robinson will also be giving a special performance at the flagship on May 12 at 5:30 p.m., where they will be singing three songs from the critically acclaimed play.

This is not the first time Bloomingdale's has partnered with the award-winning musical.

In 2016, Bloomingdale's headed to Broadway with an interior design renovation in honor of the musical's debut on the Great White Way.

Prior to the show's premiere on Broadway on Nov. 14 at the Music Box Theatre, Bloomingdale's transformed the Al Green room into the Blue Room, taking cues from the play's signature color. Open from Nov. 4 and up through the duration of the show's run, this space gave the retailer a presence among the cast, crew and their guests ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.