

Greetings!

It's that time of the year again – the holidays – when many of us feel more stressed or more depressed. Attached is a news release on holiday depression that was written to reach a general audience – giving us a chance to reach those still undiagnosed as well as family and loved ones, and those already living with a mood disorder.

The release is being distributed early this week via email to daily and medium-sized newspapers with circulations over 50,000 across the country. However, you may want to edit the release to reflect your own contact information – or distribute further to smaller papers we didn't reach. Another option would be to follow-up with your media – asking them if they've received the release and do they need any additional information.