



RUN & WALK *for* BROOKIE B

For suicide awareness and prevention

We need your help to save lives.

An average of **36 people take their own lives in Leon County every year** – twice as many as those who die by homicide and even more than those who die from breast cancer.

For over 20 years, NAMI Tallahassee (the local affiliate of the National Alliance on Mental Illness) has supported families and their loved ones who are living with mental health issues. We are an all-volunteer non-profit organization. Our internationally respected signature programs have been at the root of our mission to educate, support, and advocate for everyone who is faced with this challenge. Embedded in all of our programs is the drive to save lives and improve outcomes.

In 2015 NAMI Tallahassee hosted the inaugural Bluebird Run for Brookie B honoring Brook Bowers who died by suicide in 2012. The Bluebird Run began to bring the issue of suicide out of the shadows and into the sunshine. Ever since, the community conversation surrounding suicide loss, prevention, intervention, and postvention has grown stronger. Responding to the global pandemic of 2020 we are going Virtual this year. It will be a new look but the same Bluebird. We are leveraging social media and increasing our marketing budget to reach more people.

Your sponsorship of the Bluebird Run for Brookie B will help NAMI Tallahassee in our efforts to build even more support for families who have experienced suicide loss and for those who fear that that loss may be looming for them. We are working to increase suicide awareness and offer trainings in suicide prevention, thus broadening our ability to move our community towards a brighter future without suicide.

Please review the enclosed Sponsor Opportunity Form. It details the sponsorships available and the benefits you will enjoy as a benefactor. Every dollar we raise is used locally, by our local organization, for the benefit of our community. We look forward to working together to put a stop to suicide.

Thank you for your support!

Nancy O'Farrell

NAMI Tallahassee Executive Director

Bill Bowers

Bluebird Run Coordinator

BluebirdRun.com



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