



Press Release

Anxiety in Teens announces its new online campaign to foster awareness, community, and empathy for those suffering from anxiety.

Atlanta, Georgia- June 6, 2018- Anxiety in Teens is excited to share their online advertising campaign consisting of improvements and new ideas on the platforms of twitter, Instagram, and Facebook.

Anxiety In Teens, a nonprofit supporting awareness, community, and empathy for severe anxiety, announces the commencement of their online campaign, “Feel Good 5 Day Q + A”. Designed to foster community, the campaign asks questions of its followers and encourages teens and their families to begin the mental health conversation. The campaign is through social media outlets Twitter, Instagram, and Facebook.

Twitter, the nonprofit’s most followed social platform, is the main focus of the Q + A. By uploading pictures and an insightful question each day, Anxiety In Teens is able to better connect with their followers. Questions such as “Who is your go-to when anxiety comes?” and “ How do you help others who struggle with anxiety?” are designed not only to break the stigma of mental illness, but also to point followers to the online community and resources located at anxietyinteens.org.

With a business goal to increase Instagram followers by thirty percent by the end of the year, Anxiety in Teens has launched its new Instagram account. The account focuses on every day tips and inspirational quotes to better connect with its teen audience. The account will be managed by teens who will be ready and willing to answer questions or point to the existing website for more details. Shelby Stone, a teenager who has suffered from severe anxiety looks forward to this new account, “Anxiety in teens’ former insta used to be outdated, but the new account is sure to attract more teens.”

At the same time, anxietyinteens.org also recognizes the need of parent involvement within the online community. “This is where Facebook comes in”, says Jayla Melvin, Anxiety in Teens’ Facebook coordinator, “Parents will be able to better connect with one another and their children”. Working in conjunction with the offline campaign, “Feel Good Fest”, Anxiety in Teens plans on live streaming the entire event for those who cannot attend. Scheduled for September 15th, 2018 the festival will take place at Piedmont Park in Atlanta, Georgia and will include stress-relieving activities such as yoga, a team scream, and crafts. Also, attendees will be able to hear the personal struggle of the nonprofit’s founder and Executive Director, Solome Tibebu as well as ask questions from a panel of professionals and families. Those who cannot attend can receive all the details from Facebook and connect with those who share similar struggles.

About Anxiety in Teens: Anxiety in Teens is a non-profit founded in 2006 in Minneapolis, MN. The Founder and Executive Director is Solome Tibebu. Today, the

website consists of articles written by teens for teens as well as helpful advice for parents. Learning Through Service (LTS) is a proud partner of Anxiety In Teens as well and provides an opportunity for teens to foster empathy skills. For more information please visit www.anxietyinteens.org.

Media Contacts:

Solome Tibebu: +1(485)382-5676

Amy DeSmidt: +1(943)223-5423

Stacie Hicks: +1(537)638-0210

Rachel Wine: +1(499)875-3926

Erick Erickson: +1(828)764-3012