

**FOR IMMEDIATE RELEASE**

**Contact:** Brayden Ransom

[Bransom@mhconn.org](mailto:Bransom@mhconn.org)

## **Mental Health Connecticut Launches #LoveYourWellness Campaign with Parkville Market**

Hartford, CT —In a world that often moves at a relentless pace, taking a moment to prioritize our well-being becomes a revolutionary act. The #LoveYourWellness campaign is a movement dedicated to promoting self-care and self-love, encouraging individuals to consider the interconnectedness of mind, body, and spirit beyond the conventional definition of wellness.

Get ready for a week of giveaways as MHC teams up with Parkville Market to bring you an array of exciting prizes. The campaign, running from Feb 10-17th, promotes inclusivity by emphasizing that everyone's wellness journey is unique. We're thrilled to announce an incredible lineup of local partners, including a T-shirt from What We Bloom, a Parkville Market Gift Card, prints from local artist @hanfran.studio, goodies from Yoga in our City, and more surprises!

"In a world characterized by a relentless pace, choosing to prioritize our well-being becomes an act of revolution. The #LoveYourWellness campaign is a dedicated movement aimed at championing self-care and compassion, urging individuals to reflect on the interconnectedness of their mind, body, and spirit." Luis B. Pérez, President & CEO of Mental Health Connecticut.

Stay tuned as we unveil each prize throughout the week. Keep an eye on our social media channels for prize announcements and details on how to participate. Follow us at @mentalhealthct and stay connected for your chance to win!

Participants are encouraged to share a brief caption about what wellness means to them, expressing gratitude or sharing a wellness tip. Our goal is to foster a supportive online community around #LoveYourWellness by actively engaging with participants' posts through likes, comments, and shares. Standout submissions will be regularly featured on our account, showcasing a variety of wellness stories.

### **How to participate**

- Strike a pose in front of the LOVE Mural at Parkville Market (the mural can be found at the outdoor patio).
- Share to social media between February 10th and 17th with a wellness tip or self-love statement in the caption.
- Use the hashtag #LoveYourWellness.
- Tag @parkvillemarket, @mentalhealthct, and @theLoveMural to join the conversation.

Join us in embracing self-love and gratitude during our #LoveYourWellness campaign. We invite you to share your wellness journey or a powerful self-love statement by striking a pose in front of the iconic LOVE Mural at Parkville Market.

### **About Mental Health Connecticut**

With a person-centered approach to care, Mental Health Connecticut's mission is to partner with individuals, families, and communities to create environments that support long-term health and wellness. We measure success by our ability to support the recovery journey and help individuals obtain a safe home, achieve whole health, realize a meaningful purpose, and develop connections in the community. Established by Clifford Beers in 1908, MHC is committed to the mental health and wellness of all Connecticut residents through advocacy, education, and service. MHC is CARF-accredited and a Platinum Level Bell Seal recipient of Mental Health America's Workplace for Mental Health certification. For more information about MHC, go to: [www.mhconn.org](http://www.mhconn.org)

### **About Parkville Market**

As Connecticut's first and largest food hall, Parkville Market celebrates the best the state has to offer, including multi-sensory experiences that highlight food, beverage, art, and entertainment from the local Hartford community and beyond. Parkville Market is located at 1400 Park Street in Hartford, CT. The Market includes 22 unique restaurants, three bars, a variety of event spaces, and outdoor dining. Learn more about Parkville Market at <https://parkvillemarket.com/>.

###