



# Media Release

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## Beyond Blue and Wests Tigers call on NRL fans to 'play their role'

Beyond Blue and community partner Wests Tigers are encouraging fans to get involved in the Play Your Role campaign ahead of the 2021 NRL Beyond Blue Cup.

The Wests Tigers will compete with traditional rivals the South Sydney Rabbitohs this Sunday for the Cup.

Fans are encouraged to make an online commitment to support their mates in one of the following ways:

- **Look** out for changes in behaviour that may be a sign a mate might be struggling. They might seem on edge or are less social than usual.
- **Ask** how they are going. Even if they say they're fine, checking in shows you care.
- **Listen** openly and without judgement if a mate says they're not fine.
- **Support** a mate by making sure they know you're there for them and connect them with support if they need it.

Fans will have the opportunity to tell Beyond Blue which role they will play prior to the game by entering the competition at [www.beyondblue.org.au/playyourrole](http://www.beyondblue.org.au/playyourrole) which will put them in the running to win a signed Wests Tigers 2021 jersey.

**Beyond Blue CEO Georgie Harman** said the ongoing community partnership with the Wests Tigers continues to connect strongly with fans, players and the community through open conversations about mental health and supporting others.

"After the past 18 months that we've all been through, it's really important that we continue to be there for one another. Let's make sure that we keep checking in with our mates and let them know we've got their back if times get tough," Ms Harman said.

"Our partnership with the Wests Tigers is helping make mental health a part of everyday conversations, smashing stigma and encouraging support-seeking.

"I want to thank Wests Tigers for their ongoing and passionate support as we work together to support our community."

**Wests Tigers Chief Executive Officer Justin Pascoe** said, "As a club we're extremely pleased and proud to be able to partner with Beyond Blue — a partnership that has been ongoing since 2016 to promote mental health awareness."

"Wests Tigers remain heavily invested in making a difference in the lives of our community and we firmly believe that this round plays an important role in the conversation around mental health. Using our brand and the platform of rugby league to help reduce the stigma around anxiety and depression is a responsibility we take very seriously. Our players, members and corporate partners have all shown their support of the club and Beyond Blue throughout this week each year and we feel tremendously privileged to have the opportunity to host this round again in 2021.

"I'd like to also thank the South Sydney Rabbitohs for their involvement in this cause over the past few seasons. Mental health awareness is something that universally affects all people, and it has been very pleasing to see a rival club play their part in helping the game of rugby league promote such an important cause."

For more information on how you can play your role and to make your commitment, visit [beyondblue.org.au/playyourrole](http://beyondblue.org.au/playyourrole)

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