

Media release



18 February 2019

I'm A Celebrity win funds nearly 2,100 contacts to Beyond Blue Support Service

A donation of \$100,000 from I'm A Celebrity... Get Me Out of Here! winner Richard Reid will fund close to 2,100 contacts from Australians in need to the Beyond Blue Support Service.

Richard entered the competition with Beyond Blue as his nominated charity, having been touched himself by poor mental health.

Over the past weeks Richard has opened up on our screens about the experiences of his family and friends, including his mother's bipolar diagnosis and his own experience of anxiety and depression.

And on Sunday night he was crowned King of the Jungle.

"We are absolutely thrilled for Richard. He's a champion for good mental health and has approached the most personal of topics with emotion, honesty and integrity. It's conversations like the ones started by Richard, reaching millions of people, that smash stigma, spark other conversations and let people who may be struggling in silence know they are not alone," said **Beyond Blue CEO Georgie Harman**.

"Since being crowned, Richard has talked about being one hundred per cent himself on the show and reminded us that depression and anxiety have many faces and can affect anyone. Australia liked what they saw."

"And his generous donation means more people will get the help they need, wherever they live and whatever time, night or day."

"Every day hundreds of people and their families from all around Australia contact our free Support Service. On their behalf, thank you," Ms Harman said.

Beyond Blue's Support Service is staffed by mental health professionals who provide immediate counselling, advice and referrals via phone on 1300 22 4636, online chat or email. The service is funded entirely by donations. Richard's \$100,000 will fund 2,083 contacts to the service.

Mental health professionals are available at the Beyond Blue Support Service via phone 24/7 on 1300 22 4636 or via www.beyondblue.org.au/get-support for online chat (3PM – 12AM AEDT) or email responses within 24 hours.

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