**MEDIA RELEASE**

[This template is intended for customisation. Make sure to replace bracketed placeholders with the specific details of your club or school's Mental Fitness Round event.]

**[DATE]**

[CLUB/TEAM NAME] CHAMPIONS MENTAL FITNESS IN [SPORT] COMMUNITY

Local [Sport] Teams Gear Up for the Gotcha4Life Mental Fitness Round

[City/Town], [State] – [Date of event]:

The [Club/Team Name] is proud to be hosting a Gotcha4Life Mental Fitness Round, an event focused on raising awareness and funds to build mental fitness within our communities. On [Date], our [teams] will join forces under the banner of mental fitness, alongside other local [sport] teams, to support Gotcha4Life’s mission to enable all Australians to build mental fitness and ensure that no one worries alone.

During this round, our players will don Gotcha4Life socks, showcasing our unity and a collective commitment to mental fitness.

Although we might wear different jerseys on the field, when it comes to mental fitness we’re all on the same team.

"[Quote from a club/team representative or coach emphasizing the importance of mental fitness and community support]"

Gotcha4Life Founder, Gus Worland, talks about ensuring that mental fitness and building emotional muscle is prioritised just as much as physical fitness. This is particularly important given we know around three quarters of mental health challenges begin before the age of 25.(1)

“You can be tough as nails on the field but also tough off the field. It’s important to enable a space to share true emotion, to show vulnerability, to reach out and start great conversations, and support teammates'' – Gus Worland

We encourage everyone to participate in the Mental Fitness Round, whether by attending the games, contributing to fundraising efforts, or simply checking in with friends and family. Join us on [game day/date] at [location] for the Gotcha4Life Mental Fitness Round.

For more information, contact [organizer contact details].

To get involved or learn more about Gotcha4Life and its mental fitness programs, visit [gotcha4life.org](http://gotcha4life.org).

1. Source : Kessler, RD et al. (2005). [Lifetime prevalence and age-of-onset distributions of DSM-IV disorders in the National Comorbidity Survey Replication](https://www.ncbi.nlm.nih.gov/pubmed/15939837). Archives of General Psychiatry, 62: p. 593-602.

Further information:

[Your Name], [Your Position]  
[Club/School Name]  
[Mobile Number] [Email Address]

Note to Editors:

About [Club/School Name]:  
[Insert a short paragraph about the club/school, its mission, and its commitment to mental fitness.]

About Gotcha4Life:

Gotcha4Life is a not-for-profit foundation and since 2017, has been on a mission to inspire and enable all Australians to take action to build their mental fitness. We develop and deliver preventative campaigns, programs and initiatives which give individuals, families and communities the skills to build emotional muscles, strengthen social connectedness, and encourage help-seeking behaviour so they are better equipped to get through life’s ups and downs. Our ultimate vision is a suicide-free world where no one worries alone. For more information visit [gotcha4life.org](http://gotcha4life.org)