



Talkspace and Michael Phelps Kick Off Mental Health Awareness Month with ‘Celebrate Every Step’ Campaign

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Social-first media campaign elevates members’ stories about the positive impact that therapy can have on people’s lives

NEW YORK--(BUSINESS WIRE)--May 3, 2023-- In honor of Mental Health Awareness Month, [Talkspace](#) (NASDAQ: TALK) – the leading online behavioral health company – kicked off their ‘**Celebrate Every Step**’ campaign in partnership with **Michael Phelps** to raise awareness for the positive outcomes of therapy.

The ‘Celebrate Every Step’ campaign highlights Talkspace members sharing their authentic stories about the ways therapy has helped them become healthier and happier.

For decades, many Americans have avoided seeking mental health support, fearing the negative stigmas attached to therapy, or due to the many barriers that exist to receiving care. But the times seem to be changing: a new survey that Talkspace conducted of its community indicates that **more people are talking candidly about mental health, with 81% of respondents reporting that they believe people are more open to going to therapy** than they were pre-pandemic, and **65% of respondents reporting that they’re more likely to discuss their mental health** with friends than they were pre-pandemic.

“Therapy helped save my life,” said **Michael Phelps**. “Prioritizing my mental health has given me the chance to become a better version of myself – from improving communication skills to changing negative emotions. I’m excited to help support Talkspace’s ‘Celebrate Every Step’ campaign, as it recognizes people who are courageously sharing their experiences with therapy, which further breaks the stigmas surrounding mental health care and encourages help-seeking behavior.”

“This Mental Health Awareness Month, we wanted to show examples of tools people have taken from therapy to make progress in their own lives. By spotlighting stories from our members, we hope to demonstrate the depth and dimension of what therapy can do,” said **Katelyn Watson, Chief Marketing Officer, Talkspace**. “And seeing our own members eager to talk about their experiences in therapy, to us, represents a true shift in societal perceptions.”

To view the campaign materials and for more information on the campaign, visit [Talkspace.com](#).

About Talkspace

Talkspace (NASDAQ: TALK) is a leading virtual behavioral healthcare company committed to helping people lead healthier, happier lives through access to high-quality mental healthcare. At Talkspace, we believe that mental healthcare is core to overall health and should be available to everyone.

Talkspace pioneered the ability to text with a licensed therapist from anywhere and now offers a comprehensive suite of mental health services from self-guided products to individual and couples therapy, in addition to psychiatric treatment and medication management. With Talkspace’s core psychotherapy offering, members are matched with one of thousands of licensed providers across all 50 states and can choose from a variety of subscription plans including live video, text or audio chat sessions and/or unlimited, asynchronous text messaging.

All care offered at Talkspace is delivered through an easy-to-use, fully-encrypted web and mobile platform that meets HIPAA, federal, and state regulatory requirements. Talkspace covered approximately 112 million lives as of May 2, 2023, through our partnerships with employers, health plans, and paid benefits programs.

For more information, visit [www.talkspace.com](#).

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Maya Fitzpatrick | mfitzpatrick@skdknick.com

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