

For Immediate Release –  
September 8, 2009

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***SPEA OFFERS FREE DAVE'S COSMIC SUBS ON WORLD SUICIDE  
PREVENTION DAY  
SEPTEMBER 10, 2009***

September 10, 2009, is World Suicide Prevention Day, organized by the International Association for Suicide Prevention (IASP) in collaboration with the World Health Organization (WHO).

The theme for World Suicide Prevention Day 2009 is "Suicide Prevention in Different Cultures". The Day will be launched at a Press Conference at the United Nations Headquarters in New York, where the IASP President and WHO representatives will announce the latest worldwide suicide figures as well as suicide prevention activities. "Suicide is preventable. Suicide deaths exact a tremendous and tragic psychological, social and economic cost every year, but the primary message we want to convey on World Suicide Prevention Day is that we can prevent suicide" said Professor Brian Mishara. "More than a million people worldwide die by suicide each year. More people kill themselves than die in all wars, terrorist activities and homicides. Many millions more make suicide attempts severe enough to need medical treatment, and over six million people are affected each year by the disastrous impact of the suicide of a close friend or family member".

Locally, Pat Lyden, Executive Director of Suicide Prevention Education Alliance of Northeast Ohio (SPEA), said that "Suicide is the third leading cause of death for Americans ages 15-24. It is shocking, but one in five of our high school students seriously consider suicide. Since we know that the main cause of suicide is untreated depression, we are working hard to end the stigma about mental illness and treatment. We're equipping young people to be the first line of defense in preventing suicide. Teens who make a plan to end their lives almost always tell a friend. It is vital that we end the "code of silence" that exists with many young people. We now have evidence that our school program, Recognizing Adolescent Depression and Suicide Prevention, saves young lives by causing at-risk students to seek and receive treatment from a mental health professional. If people only understood mental illness, they would treat it just as they do diabetes. There is no reason for shame and stigma."

SPEA will commemorate **World Suicide Prevention Day** by offering a free Dave's Cosmic Subs eight-inch sub-sandwich to each person who registers to participate or makes a \$25 donation to its Into the Light™ Walk. To receive the free sub, registration must take place at one of the eight Dave's Cosmic Subs locations on World Suicide Prevention Day, Thursday, September 10 from 2 to 7 p.m. Dave's Cosmic Subs are

located in Chagrin Falls, Hudson, Crocker Park, Lakewood, Mentor, Downtown Cleveland (special hours; 11 a.m. to 3 p.m.), Fairmount Circle and Coventry. The Into the Light™ Walk will be held on Sunday evening, September 27 at the Cleveland Metroparks Zoo.

The Into the Light™ Walk has three goals: to “shine the light” on depression and suicide prevention; to provide an opportunity for survivors of suicide to experience healing in a safe, anonymous way; and to raise funds to support SPEA and its signature program, Recognizing Adolescent Depression and Suicide Prevention, which is delivered in 78 Northeast Ohio high schools.

Loree Vick, formerly a Fox 8 News Anchor, will emcee the program portion of the Walk. Dick Russ of Channel 3 News is Honorary Chairman. The 1.5-mile Walk will be followed by an awards ceremony with trophies for the top three fundraising high schools. Walkers will receive a free T-shirt, beverage, glow stick and Dave’s Cosmic Sub.

Walk registration is required by mail or online at [www.helppreventsuicide.org](http://www.helppreventsuicide.org). The registration fee is \$25 and walkers are encouraged to raise \$100 or more. Donations are accepted in any amount. Check-in begins at 6 p.m. For more information, call SPEA at 216.464.3471.

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The mission of Suicide Prevention Education Alliance is to prevent suicide and promote recognition of adolescent depression through education and alliances with community partners. (SPEA) a survivor of suicide loss.

SPEA has trained more than 5,000 professionals in suicide prevention. In response to community need, SPEA developed its signature school program, **Recognizing Adolescent Depression and Suicide Prevention**, and has delivered the program to 55,000 students in 78 Northeast Ohio high schools. Students are taught by SPEA’s professional Instructors that they are the “first line of defense” in preventing suicide, since teens who make a plan to end their lives often inform a friend. The goal of the program is to cause students who are at risk of suicide or who are suffering from major depression or bi-polar disorder to receive treatment from a mental health professional. SPEA’s evidence-based evaluation substantiates that a statistically significant percentage of students seek and receive treatment from a mental health professional in the weeks following their participation in the program. To schedule this lifesaving program in your school or youth group, call Suicide Prevention Education Alliance (SPEA) at 216.464.3471. To learn more visit [www.helppreventsuicide.org](http://www.helppreventsuicide.org).