

FOR IMMEDIATE RELEASE

SuperFriend Web Launch – Bright New Look for Mental Health Initiative

Melbourne – 10/10/2011

Mental health and wellbeing in the workplace has been given a positive new look with the recent launch of the SuperFriend website, developed by Melbourne digital agency Evolution 7.

Did you know that around one in five Australians experiences a mental illness in any one year? If you didn't, SuperFriend wants to change that by promoting education about mental health and providing practical advice to reduce the incidence of suicide and impact of mental illness on individuals, employers, families and friends.

Mental health issues can be challenging and confronting and this site goes a long way in removing the stigma and shifting the way we think about mental illness, particularly in workplaces. A rich pool of online resources covers everything from bite sized health and wellbeing tips, to tackling more serious issues such as drugs and mental illness, anxiety disorders and depression.

"Working with Evolution 7 has been a highly collaborative and positive experience. They took the time to understand the complexities of the subject matter, the sensitivity required and the need for breaking down stigma and encouraging open conversation around mental health and mental illness in workplaces," said Margo Lydon, SuperFriend Executive Officer. "The team at Evolution 7 invested themselves in our organisation in order to really understand our goals and objectives and the needs of our key stakeholders. We're very pleased with the results."

Open, positive and engaging, the design captures the essence of what SuperFriend is about. Serving as a collaborative online space for the mental health community, the site promotes awareness and advocacy, and supports broader business objectives by providing referrals to mental health service providers and recognition to SuperFriend's supporters.

The homepage acts as a community portal, dynamically pulling in featured news and events, and displaying a real-time Twitter Feed that aggregates tweets from prominent mental health organisations including Lifeline, Reach Out, SANE Australia and headspace. A team blog, video content and site wide social media integration help to propagate and strengthen the mental health message.

Evolution 7 Director, Mack Nevill, said, "We were thrilled to win the pitch – it's been a fantastic project to work on and we've been able to realise a really vibrant experience, with a strong social media presence that brings the "conversation" into the site itself. SuperFriend is a great initiative and we're looking forward to working closely with the SuperFriend team to raise the profile of their cause."

About SuperFriend

SuperFriend is a nationwide initiative aimed at improving the mental health and wellbeing of Australians, and reducing the impact of mental illness in the workplace. SuperFriend is the Mental Health Foundation of the Industry Funds Forum, a non-profit entity whose members are Australia's largest industry superannuation funds. SuperFriend's role is to facilitate the delivery of mental health information, initiatives, programs and referral pathways to assist industry fund members and employers.

<http://www.superfriend.com.au>

About Evolution 7

Evolution 7 is a Melbourne digital agency bringing together talented creatives and developers to produce stunning, innovative, and inspiring work. We design and implement creative and unique websites, customised applications, and digital strategy. Our clients range from boutique firms to well-known Australian companies and international brands. With a proven track record and over ten years of experience, we consistently deliver work at the highest standard with diligence, passion, and skill.

<http://www.evolution7.com.au>

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SuperFriend Media enquiries

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