Pupils at **<INSERT SCHOOL>** in **<INSERT TOWN>** brightened their day with a splash of yellow for youth mental health charity YoungMinds’ campaign in support of young people’s mental health.

Students and staff dressed in yellow on World Mental Health Day (10th October) as part of YoungMinds’ #HelloYellow campaign which called on people to stand together in support of young people struggling with their mental health, to show they matter and deserve the help they need, when they need it, no matter what.

The children at **<INSERT SCHOOL>** raised **<INSERT AMOUNT>** which will help YoungMinds to support young people so they don’t feel alone with their mental health. The pupils joined thousands of schoolchildren across the country swapping their school uniform for #HelloYellow at a time when more children and young people than ever before are struggling with their mental health. Over 1.2m under 18s were referred to children and adolescent mental health services (CAMHS) last year, an increase of 53% since 2019.\*

Young people are experiencing a unique set of pressures for a generation growing up, living through a pandemic and cost of living crisis against the backdrop of global instability, combined with other factors such as academic pressure, all of which is taking a toll on their mental health.

YoungMinds is urging the Government to prioritise young people’s mental health including providing early support in communities, increasing help in schools and reducing waiting times.

Laura Bunt, Chief Executive at YoungMinds, said: “We want to thank <**INSERT SCHOOL>** for their support for #HelloYellow. By wearing yellow they’ve shown young people’s mental health matters. This comes at a time when the young generation are facing a unique set of pressures with more young people than ever before needing support for their mental health and many facing long waits for help. The funds raised by <**INSERT SCHOOL>** will help YoungMinds make sure no young person feels alone with their mental health.”

**ADD STUDENT QUOTE**

**ADD TEACHER QUOTE**

About YoungMinds

YoungMinds is the UK’s leading charity fighting for young people’s mental health. For more information please visit https://www.youngminds.org.uk/

\* Data from NHS Digital