

WHENEVER UP BECOMES DOWN, I WILL ALWAYS BE HERE HOLDING YOUR CROWN



WE ARE IN A NATIONAL MENTAL HEALTH CRISIS

Between 2007 and 2018, suicide rates among youth ages 10–24 in the U.S. increased by 57%, and early estimates show more than 6,600 suicide deaths among this age group in 2020. 2021–2022 data is indicated that these numbers are only going up.

59.8% of youth with major depression do not receive any mental health treatment.

Hold Your Crown is founded and comprised of the Seattle-based, Black, Indigenous, People of Color (“BIPOC”) fronted rock band, King Youngblood. Through live musical performances and peer-to-peer discussions, Hold Your Crown (HoldYourCrown.org) ensures youth that they are not alone, and that help is available. The HYC Mission is to dismantle the stigma of youth mental illness put upon youth and young adults and enable us as a community to combat this national health crisis together.

The average age of Hold Your Crown members is 22 making them highly relatable to Hold Your Crown’s youth target audience. The Artist Advisory Board includes the BIPOC and LGBTQ+ communities we serve while also inclusive of all people regardless of race and sexual orientation. It must be noted that BIPOC and LGBTQ+ populations are the least likely to receive help for their mental health issues due to cultural bias and stigma. An astonishing 78% of Asian youth did not receive help for their major depression. 42% of LGBTQ+ youth report they seriously considered death by suicide in 2021. One of the most severe statistics NAMI reports is that 59% of youth male and female participating in elite youth sports such as hockey, soccer, basketball, gymnastics and American football suffer from acute anxiety due to the competitive nature of youth sports.

All Hold Your Crown members have been trained by NAMI’s End the Silence Programmers and health care professionals also serving as board members.

Hold Your Crown has presented educational and inspiring messages to dozens of high school and community college classrooms throughout six Washington counties. Many of these communities are rural or with a large, undeserved populations. 91% of the students responded favorably to the presentation and claimed it helped them more fully understand how to help themselves, or someone they care about who is struggling with mental illness.

Along with live performances and panel discussions, the Hold Your Crown website provides links to resources which offer proven help to youth in need and assures them together we can stomp out stigma, they are not alone and there is help available immediately.

HOLD YOUR CROWN IS
BUILDING A MOVEMENT THROUGH MUSIC,
SOCIAL MEDIA MESSAGING & PEER-TO-PEER COMMUNICATION
TO DISMANTLE THE STIGMA OF MENTAL ILLNESS FOR YOUTH
& PROVIDE YOUTH WITH A PATH TO MENTAL WELLNESS

WE WOULD BE HONORED TO PRESENT TO YOUR SCHOOL/ORGANIZATION

CONTACT:

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As a person of color, my family doesn't believe in therapy, so I have been kind of stuck.

King Youngblood is different than most bands. They are trying to do something.

**I SEE THEM.
THEY SEE ME.**

My depression is real, and it is treatable — I hear that from them.

Madhu

· Ingraham High School

· Pronouns: She/Her

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