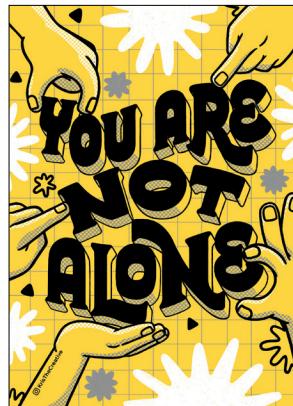


You Are Not Alone Murals

presents

Priority Delivers

For Immediate Release
May 9, 2022



To mark May 2022 Mental Health Awareness Month, **Priority Bicycles** and **You Are Not Alone Murals** are teaming up for **Priority Delivers** in NYC. This multi-part activation in various bustling areas of the city entails the surprise distribution via bicycle of postcards featuring art with the phrase “You Are Not Alone.” The goal is to spark hope, connection, and conversations about mental health.

How It Works

You Are Not Alone Murals can already be found on walls in neighborhoods across NYC. Priority Delivers broadens the reach into new communities and places it near schools, hospitals, and treatment facilities. This activation also recreates the emotions of encountering the murals in person—surprise, feeling seen and connected, that the encounter was “meant to be,” and concern about who else might need to hear this message—but on an intimate scale with one-on-one interaction. Every recipient receives 2 postcards: one to keep and one to pass the message along. The postcards include contact info for NAMI-NYC who offers FREE services to help families and individuals affected by mental illness.

Project Details

- * Distribution of over **10,000 postcards** featuring 9 designs printed by Moo.
- * Postcard art is curated from works contributed to YANAM.
- * Deliveries will be made by **4 Priority Bicycles** that have been custom painted by YANAM artists.
- * Twice a week during May, volunteer bikers will randomly distribute postcards to unsuspecting New Yorkers.
- * The first outing will be documented with high-quality photo and video assets available for social sharing.
- * The painted Priority Bicycles will be raffled off on Raffle Up with proceeds going to NAMI-NYC.

Artists

Dirty Bandits (@dirtybandits)
Jason Naylor (@jasonnaylor)
Jessie Salinas (@jessie.salinas)
Vexta (@vexta)

Eric W Lee (@ericleedesign)
Joanna Muñoz (@winkandwonder)
Kevin Adams (@kevinadamsdesigns)
Kristle Marshall (@kristhecreative)

Mark Canesco (@markcanesco)
Nicholas Gilbert (@turnttype)
Yenny Hernadez (@yennnycreate)
Adam Fujita (@adamfu)

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Where To Find Priority Delivers

- * Wednesday May 11th, from 1-3pm Astoria, Queens
- * Wednesday May 18th, from 1-3pm Tompkins Square Park, Little Island
- * Wednesday May 25th, from 1-3pm Seaport
- * Every Friday in May, from 2-4pm Battery Park

Check our IG Stories and IG Live @youarenotalonemurals to see routes

What Is You Are Not Alone Murals?

The mental health art project began in 2019 with 3 Brooklyn murals featuring the phrase "You Are Not Alone" and using a color palette of yellow, black, white, and gray. It has expanded to include 35 murals painted across the United States and abroad by artists with a collective social following of over 400k. It was founded by long-time friends Annica Lydenberg (Dirty Bandits), art director, lettering artist, and mural painter, and Samantha Schutz, publishing director, mental health advocate, and the author of the critically-acclaimed anxiety disorder memoir, *I Don't Want to Be Crazy*.

Priority Bicycles

Founded in 2014, Priority Bicycles is an independent NYC-based brand dedicated to making cycling simple for recreational riders with bicycles and accessories that are easy to buy, ride, and maintain. Since its start, Priority has been a strong supporter of the arts, always looking for unique ways to give back and connect with the local community. Priority first teamed up with You Are Not Alone Murals in 2021, making a short film about the project and raffling off a custom-painted bicycle by Jason Naylor to benefit NAMI-NYC. This year, Priority looks forward to continuing its support for You Are Not Alone Murals by planning routes and leading rides that will reach many populations in need of this message.

Press Inquiries

For more information please contact info@youarenotalonemurals.com.

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Howard Hughes