

HOW IT ALL HAPPENED

A Day in the Life of Recovery went from concept to reality in less than a year, a remarkable achievement that was made possible by the laudatory teamwork between the dedicated staffs at Momentum for Mental Health and PRxDigital Communications. The Momentum staff named the Exhibit – A Day In The Life of Recovery. They helped identify the Champions who were willing to share their stories, coordinated their interviews, and served as mental health resources for the content of the Exhibit during the photo sessions and interview process. Momentum's David Mineta, Karen Aquino, Michael Hayes, Avery Cruz, Maru Salazar, Alithia Ramirez, Jerry McCann and Gail Campanale of Momentum joined forces with PRxDigital, the marketing communications firm that guided the overall project, including branding, photography, writing, video production, social media strategy, sponsor outreach and community involvement. PRx team members included Brenna Bolger, Daniel Garza, Sue Schaefer, Arnel Cayabyab, Eva Zeno, Amanda Bukur, Rachel Sumi, Matt Lim, Bill Kugler, Jan Pasternak and Thuy Nguyen.

Associated Press Photographers Tony Avelar, Sammy Dallal, Tomas Ovalle, and Paul Sakuma captured the lives and faces of Recovery, and writer Joe Rodriguez animated their stories. And, of course, all of this was possible because of the Champions brave enough to talk about their own experiences in order to bring hope to others, Andre Ellison, Hope Holland, Darcy Hudson, Beth Johns, Domingo Noriega, Alby Ruiz, Srecko Toroman, and Princella Woods.

And one more time, we want to Thank our Sponsors: M.E. Fox Family Foundation, Toeniskoetter Family Foundation, Republic Family of Companies, LPMD Architects, McManis Faulkner Law, VMC Foundation, Sutter Health PAMF, Valeta & TJ Rodgers and Karen Rudolph.

Our website – adayinthelifeofrecovery.org – goes live after tonight's premiere. Visit it to see video interviews with those profiled and to gain a deeper insight into their perspectives on recovery and the help they received at Momentum; we're hoping you'll share the website link on social media.

A Day in the Life of Recovery is designed as a traveling exhibit. It will soon be seen in the main lobby at the County Building, 70 West Hedding, as well as at some County libraries, community colleges and corporate lobbies. If you would like to share this series in your lobby or other venue, please contact Matthew Lim at (408) 287-1700 or matt@prxdigital.com.

With your help, we can ease the stigma of mental illness, making it easier to seek help for mental illness and spreading the word that Recovery is possible.

A DAY IN THE LIFE OF **RECOVERY**

**PHOTOJOURNALISM
EXHIBIT PREMIERE**

November 15, 2016

County Government Center, Lower Level
70 West Hedding Street, San Jose



Momentum for Mental Health is especially grateful to the Underwriters of A Day In the Life of Recovery Photojournalism Exhibits. Their support made this whole project possible and with their sponsorships, the Exhibits will be shared throughout Silicon Valley.

LPMD ARCHITECTS

McManis + Faulkner

REPUBLIC
FAMILY OF COMPANIES

 **Sutter Health**
Palo Alto Medical
Foundation


Toeniskoetter
FAMILY
FOUNDATION



**Valeta &
T.J. Rodgers**

 **the VMC**
foundation
Helping Silicon Valley Care

A DAY IN THE LIFE OF
RECOVERY 

PHOTOJOURNALISM EXHIBIT PREMIERE

5:30 pm to 6:15 pm Reception and Light Supper
Peruse the Gallery of Photojournalism Exhibits and Videos

6:15 pm to 7:00 pm Program

WELCOME

Introduction of Guests and Sponsors
Master of Ceremonies: James McManis, McManis Faulkner

CONGRATULATIONS

The Honorable David Cortese, Chair
Santa Clara County Board of Supervisors
Toni Tullys, Director
Santa Clara County Behavioral Health Services Department

SPECIAL COMMENTS

David K. Mineta, CEO, Momentum for Mental Health
*Introduction of Momentum Champions –
The people you'll read about and who are featured in videos*

KEYNOTE

The Honorable Stephen V. Manley, Judge
Santa Clara County Superior Court

7:00 to 7:30 Desserts

Resume Visits to Photojournalism Exhibit

 **Momentum** | *Building success together* for Mental Health

Our Thanks to Lara McCabe, Chief of Staff in County Supervisor Dave Cortese's office and Steve Preminger, Special Assistant to the County Executive for arranging the location for tonight's Premiere in the Lower Lobby and display of the Exhibit on the First Floor tomorrow, November 16.