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**Hartford Hospital's "Black & Red" Fundraiser Surpasses Goal -
Exceeds Pledges to "Stop the Stigma"**

Hartford, CT – Hartford Hospital is pleased to announce it has reached two goals during this year's Black and Red. More than \$1 million was raised at the black-tie affair and over 5,000 pledges were obtained in a campaign to "Stop the Stigma" associated with mental illness. The campaign will span across the entire Hartford HealthCare Behavioral Health Network with a new year-long goal of raising the amount of pledges to 10,000.

The event was held on Saturday, January 25th at the Bushnell Center for the Performing Arts. A sold out crowd of more than 1,200 attendees participated in this year's theme and launch of the campaign to change the way people think about mental illness by taking the following stand:

**I pledge:
To teach by sharing my own experiences with mental illness and encouraging others to share their stories with me; I will learn in order to change.**

**I pledge:
To show compassion by reaching out to those in need of help; I will not let anyone suffer in silence.**

**I pledge:
To have the courage to speak up and challenge stereotypes and attitudes; I will not tolerate or perpetuate stigma.**

**I pledge:
To demand a change in how we view and address mental illness; I will help lead the way.**

The money raised at this year's Black & Red will benefit the Institute of Living (IOL) at Hartford Hospital. The IOL will be better able to respond to this national call to action with improved access to mental health care for adolescents and young adults – a critical need not only in Connecticut, but throughout the nation. Support will help carry out critically needed research, offer increased services and treatments, and provide much needed education to those impacted by mental illness. The campaign will continue throughout the year across the Hartford HealthCare Behavioral Health Network.

The night was capped off by music and entertainment provided by the Barenaked Ladies, winner of two American Billboard Music Awards and two Grammy nominations.

For more information about the “Stop the Stigma” campaign or to take the pledge, please visit: www.stopthestigmact.org.

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About Hartford Hospital

Hartford Hospital, founded in 1854, is one of the largest teaching hospitals and tertiary care centers in New England with one of the region's busiest surgery practices. It is annually ranked among America's Best Hospitals by US News & World Report and has been recognized nationally for the quality of many of its programs, including cardiology, cancer, stroke and joint and spine care. The 867-bed regional referral center provides high-quality care in all clinical disciplines. Among its divisions is The Institute of Living, a 114-bed mental health facility with a national and international reputation of excellence. Jefferson House, a 104-bed long-term care facility, is also a special division of Hartford Hospital. The hospital's major centers of clinical excellence include cardiology, oncology, emergency services and trauma, mental health, women's health, orthopedics, bloodless surgery and advanced organ transplantation. Hartford Hospital owns and operates the state's only air ambulance system, LIFE STAR.