



Main Office • 132 S. Thompson • Hemet • California • 92543 • Tel 951-652-2600 • Fax 888-285-5826 • RedwoodCounseling.com

The *Best Way Through*: New YouTube series + Art Drop will launch on World Mental Health Day

Southern California — [immediate release] — a bold new mental health awareness campaign inspired by Robert Frost's quote "*The best way out is always through*" — launches on October 10, World Mental Health Day. This ambitious campaign is: part art drop, part original YouTube series, and part spotlight on the life-saving work of crisis hotlines.

Art Drop - we teamed up with legendary pop-culture artist Dirty Donny for an exclusive piece created just for this project. From it, we made 100 gallery-quality prints — each one hand-signed and numbered by Donny — plus 500 limited-edition tees, all instant collectibles. And here's the twist: we're giving every single one away for free in daily social media giveaways through December 31.

Original YouTube Series - Redwood is also showcasing a new video series, *Wellness on Screen*. Hosted by licensed therapist Tobias Desjardins, this reaction-format series takes iconic scenes from shows and movies like *Ted Lasso*, *The Bear*, *Avengers*, and *Inside Out 2* — turning them into quick, relatable lessons on grief, stress, anxiety, depression, and resilience

Spotlight on Crisis Hotlines - the heart of *The Best Way Through* campaign is putting a spotlight on the life-saving work of crisis hotlines. To fuel their mission, Redwood is donating signed prints and T-shirts to each featured hotline to boost their fundraising. And we're inviting viewers everywhere to join in — by donating directly to the crisis lines, every dollar goes straight to the frontlines of care.

Giveaways & Campaign Goals - We're running three giveaways: *Screen and Win*, *Crisis Hotline Challenge*, and the *What Does the Best Way Through Mean to You* Art Contest. That means daily T-shirt draws, weekly signed print giveaways, and a grand prize art contest. Our campaign goal: hit 100,000 views, 10,000 shares, and 1,000 art contest submissions by year's end.

"This campaign is about putting mental health front and center and spotlighting the crisis hotlines saving lives every single day," said Tobias Desjardins, LCSW, Founder and Director of Redwood Counseling. *"We're using art and storytelling to amplify a message of hope — that mental health matters. And we're inviting everyone to help us prove that you don't need a big budget or a big name to make a big impact. Help us spread the message by watching and sharing our videos, signing up for our giveaways, and — if you are able — making a donation to a crisis hotline today."*

About Redwood Counseling

This campaign is powered by Redwood Counseling, a Joint Commission–accredited mental health practice in Southern California. Founded by Tobias Desjardins, LCSW, Redwood is all about providing top-quality care to low-income families — and *The Best Way Through* is our first mental health awareness campaign.

Media Contact

Angel de los Santos Medina
Community Partnerships Coordinator, Redwood Counseling
angela@redwoodcounseling.com - 951-972-3022
Awareness Campaign Website: BestWayThrough.com
Main Website - RedwoodCounseling.com