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## MEDIA RELEASE

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### AHS Hope Squad to Put on Hope Walk to Support Mental Health

#### **Ashwaubenon, WI – April 4, 2025**

The Hope Squad program began in Utah in 2004 as a suicide prevention method. Each squad is made up of students who have training to support their peers. The mission of Hope Squad is to prevent suicide through public awareness and education, reduce stigma, and serve as a resource to those touched by suicide. Hope Squad at Ashwaubenon High School was started in 2020 and has trained over 100 students in the past three years. This year AHS Hope Squad is excited to announce the 3rd Annual Hope Walk at the Ashwaubenon High School Track on Saturday, May 31st, 2025. The walk will start at 9am and go until 12pm with various games, crafts, resources, and prizes for all ages! There will be a \$6 fee to attend the event.

“Our peer Hope Squad members are trained to be the front line for peer support. Being a good friend, listener, and resource/support in times of need is our goal. We are “stronger together,” partnering with our community and district to change the culture around mental health ” said Joy VanLaanen, one of AHS Hope Squad advisors.

AHS Hope Squad is proud to be a part of thousands of schools across the United States and Canada. Over 98% of administrators whose schools have implemented Hope Squad agree that the programming promotes a positive school climate for their students. As Hope Squad grows, we continue to share hope and save lives. By walking this year’s Hope Walk our squad hopes to interact with and educate the student body and community members to reduce stigma and change our community's culture.

Participants are asked to register by May 6th, 2025. Walk-ins will be accepted and are encouraged, but will not receive a Hope Walk T-shirt. To register and for more information please visit <https://gofan.co/event/3329711?schoolId=WI17104>

This year’s Hope Walk sponsors and corporate partners include:

Brown County Coalition for Suicide Prevention  
Jaguar Backers  
Lizer Construction  
Willow Creek  
Village Roasters

If your business is interested in sponsoring or donating to our cause please contact one of the Hope Squad advisors:

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