



FOR IMMEDIATE RELEASE

The Veronica Blount Memorial Foundation Celebrates International Being You Day to Raise Awareness About Heart Disease

Encouraging Social Media Users to Post Photos of Their Authentic Selves with Comments Disabled to Promote Self-Care, Mental Health Awareness and Heart Health Awareness

June 14, 2024 – The Veronica Blount Memorial Foundation, a 501(c)(3) nonprofit dedicated to raising awareness about heart disease, is excited to announce its celebration of International Being You Day on June 22, 2024. This special day invites social media users to post photos of themselves while disabling comments to promote self-care, mental health, and heart health awareness.

Heart disease remains the leading cause of death globally, and the Veronica Blount Memorial Foundation is committed to educating the public about its prevention and management. On International Being You Day, we are encouraging individuals to embrace and share their true selves, free from the pressure and potential negativity of social media comments.

"International Being You Day is about celebrating who we are without the fear of judgment," said Tee Blount, Executive Director of the Veronica Blount Memorial Foundation. "By disabling comments for just one day, we hope to create a safe space for individuals to express themselves and focus on their mental and emotional well-being, which are critical components of heart health."

Tee believes that negative social media interactions can lead to depression, increased stress levels, and elevated blood pressure, all of which can have adverse effects on heart health. By participating in this campaign, social media users can contribute to a healthier, more supportive online environment and help raise awareness about the importance of heart health.

How to Participate:

1. **Post a Photo:** On June 22, 2024, post a photo of yourself being your authentic self on your favorite social media platform.
2. **Disable Comments:** Disable comments on your post to emphasize self-care and reduce the risk of negative interactions. Most platforms allow hiding or disabling comments.
3. **Use Hashtags:** Include hashtags such as #BeingYouDay, #HeartHealthAwareness, and #SelfCareMatters to join the global conversation and spread awareness.

Join us in making International Being You Day a powerful statement about self-acceptance, mental health, and heart disease awareness. Together, we can create a world where heart health is a priority for all.

For more information about the Veronica Blount Memorial Foundation and our mission, please visit www.veronicablount.org or follow us on Instagram and YouTube @veronicablountorg.

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About Veronica Blount Memorial Foundation:

The Veronica Blount Memorial Foundation is a 501(c)(3) nonprofit organization dedicated to raising awareness about heart disease, the number one killer globally. Through education, advocacy, and community engagement, the foundation aims to empower individuals to take charge of their heart health and lead healthier, more fulfilling lives.