



Media Kit

Hands Across Spokane

A Project of Community-Minded Enterprises

MEDIA CONTACT

Madi Allen

Communications Manager
(509) 666-4183

MadiA@Community-Minded.org

www.HandsAcrossSpokane.org

Hands Across Spokane

Media Kit

Table of Contents

Campaign Overview

Key Dates

How To Get Involved

Hands Across Spokane Resource Fair

Boilerplate Language

Sample Social Media Captions

Logos & Visual Assets

Photo Participation Instructions

News Release

About Community-Minded Enterprises



Campaign Overview

WHAT IS HANDS ACROSS SPOKANE?

Hands Across Spokane is a citywide awareness campaign focused on making mental health visible, accessible, and community-supported. Running through September and culminating in a public resource fair on October 10 (World Mental Health Day), the campaign invites individuals, businesses, and organizations across Spokane to join hands, literally and symbolically, in support of connection, care, and health.

Hands Across Spokane builds on the legacy of Hands Across the Falls with a broader reach and a deeper focus on mental health equity, visibility, and service connection.

www.HandsAcrossSpokane.org

KEY DATES

Campaign Launch

September 1, 2025

September 1, 2025

Photo Campaign Period

September 1 – October 10, 2025

September 1, 2025

Resource Fair

October 10, 2025

September 1, 2025

Moment of Silence + Group Photo

October 10, 2025, Time TBD



HOW TO GET INVOLVED

Share a photo of joined hands with the hashtag
#HandsAcrossSpokane

Tag CME & HAS on Social Media



FACEBOOK

Community-Minded Enterprises



INSTAGRAM

@CommunityMinded
@HandsAcrossSpokane



LINKEDIN

Community-Minded

Attend the Resource Fair on October 10

Attend our Resource fair on October 10th as a community member, or table the event with your organization.

Community RSVP for the Event

Table or Sponsor Hands Across Spokane



Visit the Hands Across Spokane Website

www.HandsAcrossSpokane.org



HANDS ACROSS SPOKANE RESOURCE FAIR

FRIDAY, OCTOBER 10TH
WORLD MENTAL HEALTH DAY
11 AM to 4:30 PM

**Community-Minded North Central
Mental Health & Development Center**

2001 N Division St, Spokane WA

Join us for the first annual Hands Across
Spokane Resource Fair, a free and family-friendly
event connecting our community with mental
health and wellness resources.



WHAT TO EXPECT

- Several local providers offering information, resources, and direct connections
- Food Trucks
- Music and family-friendly activities
- A large scale hand-joining and moment of silence to honor those impacted by mental health challenges

Cost: Free and open to the public



SHORT BOILERPLATE

Hands Across Spokane is a citywide campaign by Community-Minded Enterprises to make mental health more visible and accessible. Inspired by Hands Across the Falls, the campaign brings Spokane together in solidarity and culminates with a public Resource Fair on October 10th, World Mental Health Day.

FULL BOILERPLATE



Hands Across Spokane is a new citywide mental health awareness campaign led by Community-Minded Enterprises. Inspired by Hands Across the Falls, where community members once joined hands across the Monroe Street Bridge to honor those impacted by substance use, the campaign builds on that legacy with a broader focus on mental health, equity, visibility, and access to care. Launching in 2025, the Hands Across Spokane campaign runs through September and culminates in a public Resource Fair on October 10th, World Mental Health Day. The campaign calls on individuals, organizations, and businesses to participate by sharing photos, standing in solidarity, and connecting with local resources. Its message is simple: when we make support visible, we make it possible.

BOILERPLATE LANGUAGE



GENERAL CAMPAIGN AWARENESS

- Join us in making mental health visible. Share a photo of joined hands with #HandsAcrossSpokane and show that no one in our community has to struggle alone.
- When we make support visible, we make it possible. Be part of #HandsAcrossSpokane and stand with Spokane for mental health and connection.

RESOURCE FAIR PROMOTION

- Mark your calendars: the Hands Across Spokane Resource Fair is happening October 10th, World Mental Health Day. A free, family-friendly event with food, music, activities, and dozens of local resources for mental health and community support.
- On October 10th, Spokane comes together for the Hands Across Spokane Resource Fair, a day to connect, learn, and stand in solidarity for mental health. Free and open to all.



SAMPLE SOCIAL MEDIA CAPTIONS



PARTNER & ORGANIZATION PARTICIPATION

- [Your Organization] is proud to participate in #HandsAcrossSpokane, a campaign calling on our community to stand together for mental health. Together, we're making support visible across Spokane.
- We're joining #HandsAcrossSpokane to help make support visible in Spokane. Mental health matters, and connection makes a difference. Share your photo with #HandsAcrossSpokane and join us October 10th for the Resource Fair.

LOGOS & VISUAL ASSETS

Hands Across Spokane logo

White Logo

[PNG Download](#)[SVG Download](#)

Black Logo

[PNG Download](#)[JPG Download](#)[SVG Download](#)

Community-Minded Enterprises Logo

Color Logo

[PNG Download](#)[JPG Download](#)[SVG Download](#)

Black Logo

[PNG Download](#)[JPG Download](#)[SVG Download](#)

Hands Across Spokane Print-Ready Assets

Campaign Info Flyer

[PDF Download](#)

Resource Fair Flyer

[PDF Download](#)

PHOTO PARTICIPATION INSTRUCTIONS



GRAB A FRIEND, TEAM, OR GROUP

Link hands across a table, down a hallway, across a park bench... wherever you are! The gesture is simple, but the message is powerful.



TAKE A PHOTO

Keep it natural, genuine, and centered on connection. Landscape (horizontal) photos work best, but anything goes.



ADD A MESSAGE

Share why you're participating, who you're honoring, or simply a word of encouragement. Every post helps spread visibility, connection, and care.



SHARE IT ON SOCIAL MEDIA

Share the photos on your social media using the hashtag [#HandsAcrossSpokane](#)



TAG HANDS ACROSS SPOKANE

Make sure you tag us in the photos!



COMMUNITY-MINDED ENTERPRISES LAUNCHES CITYWIDE MENTAL HEALTH AWARENESS CAMPAIGN

***Hands Across Spokane** Calls the Community to Stand Up, Reach Out, and Be Seen for Mental Health*



FOR IMMEDIATE RELEASE
August 20th, 2025

Spokane, WA — Community-Minded Enterprises is proud to announce the launch of Hands Across Spokane this fall, a citywide campaign aimed at making mental health and recovery visible, accessible, and grounded in community connection.

Running through September and culminating in a public Resource Fair on Friday, October 10th, World Mental Health Day, the campaign invites individuals, businesses, and organizations across Spokane to join hands, both symbolically and literally, to stand for connection, care, and access to support.

At a time when many face mental health challenges in isolation, Hands Across Spokane offers a simple, powerful message: when we make support visible, we make it possible.

Hands Across Spokane builds on the legacy of Hands Across the Falls, an event where people linked hands across the Monroe Street Bridge to honor those impacted by substance use disorder, and those lost to it. This year, CME is expanding that idea into a full citywide campaign, with a broader focus on mental health, equity, recovery, and connection to services.

Throughout September and into October, we're calling on organizations, businesses, and individuals across Spokane to share photos of joined hands using #HandsAcrossSpokane. It's a public, citywide message that says "you're seen, you're supported, and there is a path forward." This campaign builds toward our Hands Across Spokane Resource Fair on October 10th, a free, family-friendly event featuring food, music, and activities alongside local providers coming together to offer resources, support, and connection.

Organizations that provide behavioral health, recovery, or other support services are invited to sign up to table the October 10th event as vendors. Our goal is to help the public make direct, stigma-free connections with trusted local resources.

CME is also welcoming businesses and funders who want to take a visible stand for mental health and recovery in Spokane. Sponsors will be recognized on campaign materials, signage, and the Hands Across Spokane website, and will help expand outreach, accessibility, and impact.

How the Community Can Participate

1. Share a photo of joined hands with the hashtag #HandsAcrossSpokane

Whether it's with coworkers, friends, clients, or community members, one photo can carry a message of hope and visibility.

2. Attend the Resource Fair

Show up, learn, connect, and take part in the collective hand-joining and moment of silence.

3. Help spread the word

Talk about the campaign, share stories and information, go to our website for our campaign guide, and encourage others to participate.

4. Support Hands Across Spokane

We welcome both individual donations and sponsorships from businesses and organizations. Every contribution helps expand outreach, increase access, and make this campaign more visible and inclusive.

Hands Across Spokane is a visible reminder that care still exists, that connection still matters, and that the people of this city are willing to show up for one another. When support is visible it becomes possible, when connection is public it becomes powerful, and when people see a community willing to stand for mental health, they begin to believe they belong in it.

We know that stigma doesn't disappear on its own, and access doesn't expand by chance. It takes collective effort across systems, communities, and experiences. This is our chance to show what's possible when a city chooses to stand together. Join us in building something Spokane can be proud of.

Media Contact:

Madi Allen
Communications Manager
Community-Minded Enterprises
Direct: (509) 666-4183
MadiA@community-minded.org

About Community-Minded Enterprises

Community-Minded Enterprises is a 501c3 nonprofit organization dedicated to empowering families and individuals through a range of programs in early learning, recovery support, and family services. CME works to improve the quality of life in Central and Eastern Washington and surrounding areas by providing essential resources and services.

Mission

Community-Minded Enterprises transforms communities in Washington State while advancing diversity and inclusion of marginalized populations, so that all people have an opportunity for equitable health, education, and safety.





community-minded
ENTERPRISES

ABOUT COMMUNITY-MINDED ENTERPRISES

Community-Minded Enterprises is a nonprofit based in Spokane, Washington, working to strengthen communities through mental health, recovery services, family support, and early childhood education resources. We work to transform how people connect with services and with one another, showing that support is not just available, but visible, trusted, and within reach for everyone.

CME partners with families, providers, and community organizations across Washington State to reduce stigma and expand access. From advancing mental health initiatives and recovery support to building inclusive pathways for families and young learners, CME works at the intersections of health, equity, and connection.

Hands Across Spokane is one of the ways CME brings this vision to life, using visibility, solidarity, and collective action to remind our community that health matters, and that support is everywhere you turn.

www.Community-Minded.org