

VIEWFEST 2026 NATIONAL MEDIA FACT SHEET

The World's Largest Mental Health & Prevention Festival

July 12, 2026 • Detroit Zoo • Royal Oak, Michigan

Why It Matters

As America continues to face rising rates of loneliness, anxiety, depression, substance misuse, and social disconnection, ViewFest offers a community-centered model focused on prevention, belonging, connection, and access to resources before crisis occurs.

ViewFest By The Numbers

- World's Largest Mental Health & Prevention Festival
- Expected Attendance: 7,000+
- 5,500+ Registered as of June 1, 2026
- 350+ Participating Organizations & Community Partners
- 217 Resource & Sponsor Tables
- Free Admission for All Ages
- Hosted at the Detroit Zoo
- More Than 16,000 Attendees Since Launch
- Two World Records: Hug Buddy Postcard Project & Largest Single-Day Narcan Training

What Makes ViewFest Different

Rather than focusing solely on treatment, ViewFest addresses mental health through the lens of social determinants of health, including housing, food security, education, employment, healthcare access, transportation, safety, and social support.

2026 Theme: Bloom Forward

A celebration of growth, resilience, hope, and the belief that communities become stronger when people have opportunities to connect and access support before crisis occurs.

Media Contact

Glen Schwartz
President, Words of Hope 4 Life
Glen@WordsofHope4Life.com
773-619-4556
www.ViewFestMHF.com