



Title: Nation's Largest Mental Health & Prevention Festival Returns July 12 — ViewFest 2026: Bloom Forward
Tagline: Building Community. Expanding Access. Inspiring Hope.
Organization: Words of Hope 4 Life, Inc.
Location: The Detroit Zoo 8450 W 10 Mile Rd, Royal Oak, MI 48067
Date & Time: July 12, 2026 — 8:00am — 12:30pm

ViewFest 2026, the nation's largest mental health and prevention festival of its kind, returns to the Detroit Zoo on July 12, 2026, for a powerful day of connection, education, and community impact. Hosted by Words of Hope 4 Life, this free, family-friendly event brings together thousands of individuals, families, professionals, and organizations in a welcoming, stigma-free environment designed to support mental well-being and strengthen communities.

Founded in 2021, ViewFest has grown from a grassroots Michigan initiative into a nationally recognized model for event-based community interaction (EBCI). The festival has set two world records through its Hug Buddy Postcard Project (a 2.8-mile line of postcards) and the largest single-day Narcan training. In 2025, the event welcomed more than 3,000 attendees and 300 sponsor and community partners, making it the largest event of its kind in the country. Organizers are preparing for more than 5,000 attendees in 2026, marking its most expansive year yet.

The 2026 theme, **"Bloom Forward,"** reflects growth, resilience, and the power of collective progress. ViewFest intentionally addresses mental health through the lens of the social determinants of health — including housing stability, food security, financial stress, education, employment, access to healthcare, and community safety. By connecting attendees directly with trusted resources in an interactive festival-style setting, ViewFest helps remove barriers and foster meaningful human connection.

Unlike traditional conferences or fundraisers, ViewFest is designed as a fully immersive experience. Attendees can participate in wellness activities, interactive exhibits, entertainment, community art, and resource engagement from organizations spanning healthcare systems, nonprofits, advocacy groups, public agencies, and grassroots initiatives.

"ViewFest is about bringing people together in a way that feels hopeful and human," said Glen Schwartz, President of Words of Hope 4 Life and Curator of ViewFest. "Mental health touches everyone. When we create space for connection, education, and access to resources — without stigma — we strengthen the entire community."

ViewFest 2026 is free to attend and open to all ages. Community organizations and businesses are encouraged to participate through sponsorships and partnerships, which directly support access and expand the event's reach and impact.

Website: www.ViewfestMHF.com
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