

WHY VIEWFEST MATTERS NATIONALLY

What if the most effective mental health intervention isn't another program, but a stronger community?

America is facing rising levels of loneliness, anxiety, depression, substance misuse, and social disconnection. While much attention is placed on treatment and crisis intervention, communities continue searching for ways to promote prevention, belonging, and early access to support.

Founded in Michigan in 2021, ViewFest has grown from a grassroots initiative into the world's largest mental health and prevention festival. Rather than focusing solely on treatment, ViewFest brings together healthcare systems, nonprofits, schools, public agencies, businesses, advocates, and families in a free, highly interactive environment designed to make support visible, accessible, and stigma-free.

The event addresses mental health through the lens of social determinants of health, recognizing that well-being is influenced by housing, food security, education, employment, healthcare access, transportation, safety, and social support. Its rapid growth suggests a growing demand for community-centered approaches that strengthen connection before crisis occurs.

By June 1, 2026, more than 5,500 people had already registered for ViewFest, placing attendance on track to exceed 7,000. The event demonstrates a simple but powerful idea: Mental health is not solely a healthcare issue—it is a community issue.

VIEWFEST BY THE NUMBERS

- World's Largest Mental Health & Prevention Festival
- 5,500+ Registered by June 1, 2026
- Expected Attendance: 7,000+
- 350+ Participating Organizations & Community Partners
- 217 Sponsor & Resource Tables
- Free Admission for All Ages
- More Than 16,000 Attendees Since Launch
- Two World Records
- Detroit Zoo • Royal Oak, Michigan • July 12, 2026

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