


**Title:** **ViewFest2025 Returns to Detroit Zoo: Celebrate Mental Health, Community & Hope**
Tagline**:** Together we walk to celebrate our journey, create community, and inspire hope.
Organization: Words of Hope 4 Life, Inc.
Location: The Detroit Zoo 8450 W 10 Mile Rd, Royal Oak, MI 48067
Date & Time: July 13, 2025 — 8:00am – 1:00pm

**What is ViewFest?**

ViewFest2025, the nation's largest mental health and prevention festival of its kind, returns to the Detroit Zoo on July 13 for a day of connection, education, and empowerment. Hosted by Words of Hope 4 Life, the event offers an interactive, engaging experience that promotes mental well-being and brings people together in meaningful ways.

Launched in 2021, ViewFest has grown exponentially, setting two world records: the longest line of postcards (2.8 miles) through its Hug Buddy Postcard Project, and the largest single-day Narcan training. This year, over 3,500 attendees and 150 organizations are expected to participate in a day packed with walking, entertainment, interactive exhibits, and free resources for all ages.

A centerpiece of this year's event is "No Limits, No Labels: The Mental Health Journey"—an immersive, walk-through exhibit highlighting real community stories and faces. Designed to raise awareness and promote empathy, this powerful visual experience reminds us that mental health touches everyone

"ViewFest is about building real, human connections," said Glen Schwartz, President of Words of Hope 4 Life. "Mental health impacts us all. When we come together in a supportive, inclusive space, we can break down stigma, foster understanding, and remind people they're not alone."

ViewFest2025 is free to attend and open to all ages. Community organizations and businesses are encouraged to participate through sponsorships, which help expand the event's reach and impact.

**Experience the Magic of ViewFest**

- 1.2-mile community walk
- Music & entertainment
- Interactive exhibits
- Mental health resources
- Family-friendly activities

**Join the event**

Be part of this inspiring movement. Attend, sponsor, or help spread the word. Learn more at [www.ViewFest2025.com](http://www.ViewFest2025.com).

**Registration**
Tickets are FREE, but registration is required
https://www.zeffy.com/ticketing/viewfest2025mental-health-festival-live-in-the-moment

**High-Quality Images & Logos**

**Quotes & Testimonials**

- "I know a tremendous amount of work went into this event and I thought it was fantastic. I just wanted to let you know how impressed I was. I am also so happy to have experienced it."
- "ViewFest 2024 was truly an unforgettable celebration of creativity, community and most importantly bringing awareness to mental health. Aetna/ CVS Health is honored to be able to support such a worthy cause."
- "My family and I had a great time and lots of takeaways in addition to education."
- "Another great event … the staff and families that attended are raving about the booths, resources and wonder."

**About Words of Hope 4 Life**

Words of Hope 4 Life (WOH4L) is a dynamic community-driven organization dedicated to enhancing mental wellness through education and advocating innovative prevention and harm reduction strategies and programs. Our **mission** is to create integrated mental wellness approaches that foster resilience, promote positive attitudes, strengthen community connections, and equip individuals with valuable skills to cope with life's challenges.
At the heart of our work are four pillars:

**Resilience**
**Attitude**
**Interconnection to Community**
**Learning New Skills**

We focus on using creative and engaging initiatives to create a supportive environment for mental health. One of our flagship programs, **EBCI** (Event-Based Community Intervention), brings people together through large-scale events that promote community bonds, safety, and wellness. These events serve as vibrant platforms for mental health awareness, harm reduction, and prevention.
In addition, our **Youth Action & Connection Group** and initiatives like the **Hug Buddy Postcards** and **The Rail** provide direct support, empowering young people and others in the community. The impact of our programs is further magnified by collaborations with local schools, health organizations, and other community partners, ensuring that our efforts are inclusive and far-reaching.
Through our work, we aim to create a ripple effect of hope and healing, helping individuals navigate life's challenges and build a stronger, more connected community. Words of Hope 4 Life is a key resource for mental wellness in our community, and our team remains committed to supporting individuals and organizations alike in fostering environments of healing, prevention, and growth.

Website: www.ViewFest2025.com
Social Media: @Wordsofhope4life on Facebook and Instagram
Contact: Glen Schwartz — 773-619-4556 — Glen@WordsofHope4llfe.com

**Words of Hope 4 Life, Inc.**
Commerce Township, MI 48390

**Notable Achievements**

- April 1, 2021 Grand opening of the Rail, our brick and mortar space
- ViewFest 2021: Broke the World record for the longest line of postcards through a community kindness project &

Suicide Rememberance Memorial with dove release

- ViewFest 2023: Moved to the Detroit Zoo & launched Vibe with Pride
- ViewFest 2024: Broke the World record for the largest number of people trained on Narcan & Expedition Hope (Symbolic experience exposing the reality of the opioid crisis and the resilience of hope)