



FOR IMMEDIATE RELEASE

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**SLO Hotline's 30th Annual Bowl-a-Thon is in Full Swing
Support Mental Health in Our Community by Getting Involved**

San Luis Obispo, CA –A 30 year tradition, Bowl-a-Thon benefits SLO Hotline, Transitions-Mental Health Association's (TMHA) suicide prevention and crisis phone line: 800-549-4499 and Santa Barbara County programs, like Growing Grounds Farm in Santa Maria.

The event will span three weekends in March (Fridays, Saturdays and Sundays) at three locations. **Pismo Bowl in Pismo Beach** on March 11, 12, 13, 20, 25, and 27; **Paso Bowl in Paso Robles** on March 14, 18, and 19; **Rancho Bowl in Santa Maria** on March 26.

A long-term logo and theme of "Strike Out Stigma" has been created to familiarize this annual event in the future. The new logo was designed by Morgan Bloom, a local graphic artist. Also new this year is online donations through FirstGiving to help improve fundraising efforts.

"For thirty years now this event has brought friends, family, and colleagues together in support of a critical community resource," said Mike Bossenberry, Program Manager for SLO Hotline. "Currently, our annual Bowl-a-thon fundraiser is supporting 95% of the program costs."

"Bowl-a-Thon is a chance for the Digital West team to get together, have a blast bowling, and support an incredible organization that has been here for over 40 years. We look forward to the event and reminding our friends and family why we support Hotline," said Tim Williams, CEO/Founder of Digital West and longtime participant.

Teams are forming now. Contact Lesta Travis, Promotional Coordinator for more information about the event at 805.540.6527 or email events@t-mha.org or visit www.t-mha.org.

ABOUT SLO HOTLINE

SLO Hotline can be reached at 800.549.4499. It is a suicide prevention and mental health crisis line that is staffed 24 hours a day, seven days a week. Confidential telephone services are always available for anyone in suicidal crisis or emotional distress through this program. SLO Hotline is a valuable resource in the community, supporting the work of local government and mental health service agencies and relieving call volume for the local 911 service. In addition to providing these services, SLO Hotline strives to reduce stigma, educate and inform our community about mental illness – what it is and is not. SLO Hotline is a program of Transitions-Mental Health Association, a community-based nonprofit. It began as a local crisis support and resources referral hotline and continues its service to the community now with a new stigma-reduction and mental health recovery mission.

ABOUT T-MHA

Transitions-Mental Health Association is a non-profit organization that helps children and adults live, work and grow in our community. TMHA operates 27 programs at over 35 locations that reach over 2,000 people and 1,500 families in San Luis Obispo and Santa Barbara counties. The emphasis of TMHA's many services is to teach vital independent living skills, and build a framework for community re-entry through personal empowerment and hands on experience. For over 30 years, T-MHA has been dedicated to providing housing, employment, case management and life-skills support to teens and adults with mental illness; and support, resources and education for their loved ones. For more information, visit www.t-mha.org.

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