

MENTAL ILLNESS FELLOWSHIP LAUNCHES BIGGEST EVER CAMPAIGN WITH SUPPORT OF FILM COMMUNITY

Mental Illness Fellowship Victoria (MI Fellowship) is launching the most significant communication campaign of its 25-year history in the lead up to Mental Health Week 2004 (October 10 – 17). The 'Five In Five' campaign that has been supported by the Australian film community aims to increase understanding and support. It incorporates television, radio, cinema and print advertising.

The striking animated commercials feature the voice of international actor Eric Bana who donated his time and expertise. "Eric did not hesitate when I contacted him to be involved. He understands that mental illness affects us all and that we all have a responsibility to help," says Kate Forster, Producer of the TVC. "Eric was our number one choice. His profile and appeal means more people will hear what we have to say," added James Beckford Saunders, Five In Five Campaign Manager at the Mental Illness Fellowship.

Five In Five aims to educate people on the cause of mental illnesses including depression, bi-polar disorder, schizophrenia, anxiety and personality disorders, and other psychotic illnesses. The campaign explains that one in five Australians will directly experience mental illness throughout their lives but that five in five people can help. People will be encouraged to make contact via calling the Mental Illness Fellowship or visiting www.mifellowship/5in5 to receive help and provide help.

"The campaign features a group of five animated people. A roll of the dice highlights the fact that anybody could be affected by mental illness, which is caused by an imbalance of chemicals in the brain. It also sends the message that with the improvements in treatments and community support, a full meaningful life is possible" commented Elizabeth Crowther, Chief Executive of the Mental Illness Fellowship. "Fifty per cent of what we know about the brain's role in mental illness has been learnt in the last 10 years, so many people's understanding of it is way out of date."

The campaign is the result of intensive market research and development led by digitaldogma in Melbourne, who were responsible for securing the services of some of Australia's premier film production talent involved to work on it. These included Eric Bana (the Hulk, Troy, Chopper), Frank Lipson (sound for The Matrix, Baz Luhrmann's Romeo and Juliet) and Bill Murphy (Editor for Harvie Crumpet, Romper Stomper).

"Digital Dogma didn't just 'make an ad' – they helped create our campaign within an extremely limited budget," says James Beckford Saunders. "Dogma's David Gorman directed the ad and it was produced by Kate Forster. The television commercial is animated in 3D and 2D in a really innovative and positive style ... and the guys did most of the work for free!"

The Five In Five campaign is being supported by innovative promotion: MI Meet Up. The MI Meet Ups will see MI Fellowship members, supporters and networks screening the ad in their workplaces, community groups and homes. The aim is to increase understanding and acceptance of the issues surrounding mental health via the campaign.

The Mental Illness Fellowship Victoria runs 35 programs across Victoria including rehabilitation, education, respite and vocational programs. It has an annual budget of \$7 million. It is Victoria's largest membership-based mental health organisation and has 170 staff, over 500 volunteers, 1500 plus members and over 40,000 supporters.

To find out how five in five can help contact the Mental Illness Fellowship on 1800 985 944 or visit www.mifellowship.org/5in5 where the ad will be available from 19 September.

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