

FOR IMMEDIATE RELEASE

**Round-Island Weez Walk Comes to a Successful End. Over 720 participants, 1,900 supporters
Chose to “Be the One” and Combat Youth Mental Illness and Suicide
Local Community Group Raises Funds to Promote Youth Mental Health**

The Weez Project also supports street art as a powerful means of promoting mental wellbeing. Their association since 2019 with HKWalls, a non-profit arts organisation, has resulted in several commissioned art pieces on display around Hong Kong. This year, thanks to the generosity of AIA Vitality Park, two incredible art installations were created along the Weez Walk route, both with a theme of mental health wellbeing. “Better Days” by local street artist Xeme, and the “Weez Heart” by Cath Love highlight positive outcomes to mental health issues. Both installations can be seen at the entrance to AIA Vitality Park.

Weez Walk was established in 2021 by Tony Bruno, co-founder of The Weez Project, as a personal campaign to raise funds for KELY Support Group and their vital work in helping the young people of Hong Kong manage and overcome mental health challenges. With the support of corporate and other partners, Weez Walk 2022 was launched and has been an unparalleled success.

Suicide, suicide attempts and suicide ideation has seen a worsening trend over the past three years amongst all ages in Hong Kong, but particularly in Hong Kong youth. While the contributing factors are many and complex, mental health is undeniably a key one, as shown by a survey of the Hong Kong Federation of Youth Groups in 2021, in which more than half of secondary school students interviewed showed signs of depression, anxiety and other mental health issues.

Everyone in society can play a part and “Be the One” to push back against the stigma of mental illness, to look out for others, provide support and help, and to raise funds for preventative programmes.

Weez Walk inspired many different individuals, groups and companies across the whole spectrum of Hong Kong society. Participants report their pride in supporting the aims of the event, and of course had great fun and enjoyment, getting outdoors, exploring the coastal trail, and discovering new and unexplored parts of Hong Kong.

Hong Kong swimming legend #RobynLamsam and her five-year-old son Kyle were two passionate participants of the event, and completed the routine stages in 15 hours. They raised HK\$ 180,000 and were the top fundraisers overall. “Kyle’s hearing loss urged me to take every opportunity to educate people about the importance of breaking stigmas in Hong Kong. Seeing schools shutting down and sports activities being cut off for children, I saw Weez Walk as a golden opportunity for Kyle.”

23 year old Charlotte Chan entered Weez Walk with her friends, and they completed the challenge in one go, in just 7 hours. “In my own life, I have witnessed how the loss of a life to suicide impacts families, friends and neighbours. Just as suicide doesn’t simply affect an individual, but ripples through everyone bereaved by it” Said Charlotte. “It’s an issue that can only be tackled by the efforts of an entire community. Together we can make a small but badly needed contribution to this area of youth mental health.”

Paul Zimmermann, CEO of Designing Hong Kong, and a passionate advocate for the Hong Kong Island Coastal Trail said “ I’m delighted that Weez Walk takes place along the coastal trail. Bringing so many people out in the fresh air, exploring the wonderful variety in Hong Kong’s urban and rural coast lines, is a great way of improving our mental health. The growing number of participants helps raise awareness of the crucial work undertaken by KELY Support Group and The Weez Project.”

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More information about Weez Walk and associated events can be found on The Weez Project website: <https://weezproject.com/2022/01/07/weez-week-2022/>.

We encourage the sharing of messages of hope, positivity and comfort for young people who may be struggling with mental health issues on the WEEZ WALL OF HOPE.
<https://weezproject.com/weez-wall-of-hope/>

Event Photos



Hong Kong swimming legend Robyn Lamsam and her five-year-old son Kyle



Charlotte Chan with her teammate, Justin Law, on completion of their walk



Weez Walkers on the route, modelling their striking event T-Shirts



Timothy Woo (Right), one of our top fundraisers, with his best friend, enjoying the breathtaking sights.



"Better Days" (Left) and Weez Heart were two art installations created along the Weez Walk route with the shared theme of mental health wellbeing.

For high resolution photos, please download via this link: <https://bit.ly/3NbnD5G>

ABOUT

Weez Project

The Weez Project 's mission is to provide help and support for young people in Hong Kong who are facing mental health challenges, especially those who are contemplating self-harm or suicide. The aim is to encourage young people to know how to help themselves and their friends, educate teachers and parents to know more about mental health issues, and advocate for improvements in youth mental health.

Weez Project was set up in memory of Jamie Bruno, a vibrant and creative young man, with passions for sport and art. Weez was his street art tag. Sadly, Jamie's life was cut short far too young when he took his own life.

www.weezproject.com.

KELY Support Group

KELY Support Group (KELY) is a Hong Kong-based non-profit organisation with the mission to equip young people with the skills, knowledge, and opportunities needed to support themselves and each other. KELY offers programmes to Chinese- and English-speaking youth around three core focus areas: Drug and Alcohol Awareness, Mental Health & Wellbeing, and Positive Youth Development. It is committed to provide mental health and peer support services for young people who are struggling with stress, worry, anxiety and other mental health challenges.

Kely.org

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For media enquiries and personal interviews, please contact:

English

Ann Pearce

Email: ann@weezproject.com

Tel: +852 9266 2815