

PRESS RELEASE  
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## Boosting youth mental health across Australia

Boost Juice has announced a new partnership with youth mental health organisation [ReachOut](#). The partnership is aimed at supporting the mental health of Boost's customers and employees, and raising vital funds to support the mental health of young people across Australia.

The launch of the new partnership will see Boost customers encouraged to make a donation to ReachOut when visiting Boost Juice stores across Australia. Boost will also connect its employees with the important wellbeing and mental health information that ReachOut provides to young people.

Lucy Duvnjak, National Marketing Manager, Boost Juice Bars said that this new partnership is timely as the mental health and wellbeing of young people has never been so important.

"We're extremely excited and privileged here at Boost Juice to be partnering with ReachOut - a trusted and vital mental health organisation. We want to boost an organisation that needs us the most, one that we can make an impact on. This partnership will help to ensure that ReachOut's amazing and significant work continues to change lives by resonating and connecting young people across Australia."

Tracey Campbell, Director of Marketing and Fundraising at ReachOut said that this new partnership was a strong brand alliance designed to help deliver the wellbeing support that young people need.

"ReachOut is pleased to welcome our new partnership with Boost. Boost is a brand so well known to young people across Australia. This is a unique and special opportunity for ReachOut to connect with Boost's employers and customers to help ensure they are happy and well."

Boost has committed to activating its partnership with ReachOut through a range of exciting instore and online initiatives in 2021 and beyond.

**ENDS**

### **MEDIA CONTACT**

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### **ABOUT REACHOUT**

ReachOut is the most accessed online mental health service for young people and their parents in Australia. Their trusted self-help information, peer-support program and referral tools save lives by helping young people be well and stay well. The information they offer parents makes it easier for them to help their teenagers, too.

ReachOut has been championing wider access to mental health support since they launched their online service more than 20 years ago. Everything they create is based on the latest evidence and is designed with experts, and young people or their parents. That's why ReachOut is a trusted, relevant service that's so easy to use.

Accessed by more than 2 million people in Australia each year, ReachOut is a free service that's available anytime and pretty much anywhere.



## **ABOUT BOOST**

Boost Juice is Australia's most loved smoothie and juice bar, with over 582 stores across 12 regions. Boost is one of the most exciting juice and smoothie bars across the globe, and was never simply about healthy, great tasting juices and smoothies; we want every customer to enjoy their whole Boost experience, from delicious products, served by positive and energetic people who greet you with a smile, all in a welcoming fun location!

Every Boost team member has the 'Love Life' attitude the brand is known for, and it's this passion and dedication that will continue to grow Boost into one of the Worlds most loved juices and smoothie brands.