

For Immediate Release – County of Berks – Press Release

County of Berks and BCIU Promote “Berks County Goes Green” for Mental Health Awareness Month

Reading, PA — 05/05/2025 — The County of Berks is proud to announce a partnership with the Berks County Intermediate Unit (BCIU) and the Berks County Mental Health/Developmental Disabilities (MH/DD) Department to promote “Berks County Goes Green” in recognition of National Mental Health Awareness Month this month.

This collaborative initiative brings together schools, outpatient mental health providers, Berks County staff, and community members with a shared goal: to raise awareness about mental health and wellness, spark conversations, and fight the stigma surrounding mental health.

Throughout the month of May, the County of Berks encourages residents, schools, businesses, and organizations to light up their buildings and homes in green — the official color of mental health awareness. The campaign will begin on May 1 and run through May 31.

In addition, Friday, May 16, has been designated as **Berks County Mental Health Awareness Day**, with all residents encouraged to wear green in solidarity with those affected by mental health challenges.

“We all have a role to play in promoting mental wellness in our community,” said Berks County Director of Mental Health and Developmental Disabilities, Pamela Seaman. “Lighting up green and wearing green are simple but powerful ways to show support, reduce stigma, and remind everyone that it’s okay to talk about mental health. We’re excited to see Berks County unite around this cause.”

“Mental health awareness begins with education and grows through community,” said Dr. Sara George, Assistant Director for Student Services and K-12 Education at the BCIU. “The ‘Berks County Goes Green’ campaign brings together schools, students, families, businesses, and community members to promote mental well-being. When we unite across classrooms and neighborhoods to start conversations and show compassion, we build a healthier, more supportive Berks County for everyone.”

As part of the campaign, the County of Berks and the BCIU invite the public to share photos of their green-lit buildings or green apparel on social media using the hashtag **#BerksGoesGreen**. Selected photos will be featured on County of Berks and BCIU social media pages throughout the month to celebrate community involvement and raise awareness.

According to Mental Health America, 1 in 5 people will experience a mental health condition in any given year, highlighting the importance of proactive awareness, education, and support.

For more information on how to participate or to submit photos, please visit the County of Berks or Berks County Intermediate Unit websites and social media platforms.

Together, let’s light up Berks County in green and show our collective support for mental health awareness.

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For more information (**media only**):

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