Blue & You FOUNDATION For a Healthier Arkansas

NEWS RELEASE

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For Immediate Release

Blue & You Foundation for a Healthier Arkansas teams up with the Travelers and Naturals to Strike Out Stigma

LITTLE ROCK, Ark. (April 28, 2026) – Each time the Arkansas Travelers or Northwest Arkansas Naturals make a home stand strike-out in the month of May, the Blue & You Foundation for a Healthier Arkansas will make a $50 donation to the Arkansas Chapter of the American Foundation for Suicide Prevention.

The campaign kicks off a celebration of the Foundation's 25th anniversary and recognizes Mental Health Awareness Month, which begins May 1. Arkansas ranks 11th in the nation for suicide deaths.

"Each of those deaths is a person, not just a number," said Blue & You Foundation President Rebecca Pittillo. "And the impact of that loss is exponential, impacting families, friends, schools and entire communities."

Over the last 25 years, the Blue & You Foundation has helped fund community programs around the state and brought organizations together in partnership to enhance their impact on communities across Arkansas. Key areas of focus include programs addressing social determinants of health, maternal and pediatric health, and behavioral health.

"Through Strike out Stigma, the Blue & You Foundation not only wants to support the great work being done by the American Foundation for Suicide Prevention but also remove the stigma surrounding mental health. With each strikeout, each time the announcer says 'That's

About the Blue & You Foundation for a Healthier Arkansas
The Blue & You Foundation for a Healthier Arkansas, an independent licensee of the Blue Cross Blue Shield Association, serves the state of Arkansas and is a 501(c)(3) nonprofit organization. In its 25 years of operation, the Blue & You Foundation has awarded more than $65 million for health improvement programs in Arkansas. To achieve the goal of better health for all Arkansans, the Blue & You Foundation seeks to harness the power of partnership. By strategically focusing its grant funding on community-based solutions, the Foundation hopes to nurture community health leadership, foster collaboration and innovation, and leverage financial, human and community resources to produce a measurable, positive impact. To learn more about the Foundation's investments, visit blueandyoufoundationarkansas.org.

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another $50 to help Strike out Stigma,' we hope it helps normalize the conversation," said Pittillo.

The Arkansas Travelers and Northwest Arkansas Naturals are proud to be part of the Strike out Stigma initiative.

"Mental health is the backbone of team sports, and taking care of your mind is just as vital as any workout on the field," said Lance Restum, executive director of the Arkansas Travelers Youth Foundation. "We're proud to step up to the plate with Arkansas Blue Cross to strike out the stigma and remind everyone that it's okay to ask for help."

"We're proud to team up with the Blue & You Foundation to Strike Out Stigma this May," added Justin Cole, vice president and general manager of the Northwest Arkansas Naturals. "We are happy that we can use our games to help raise awareness and support mental health resources across Arkansas."

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