

Media Inquiries:

J. Adam Calaway
580.319.7305, x 2052
acalaway@lighthouseok.com

NEWS RELEASE

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Lighthouse's Mental Health Awareness Month Campaign Reinforces the Power of Community

Ardmore, Okla — To honor Mental Health Awareness Month in May, Lighthouse Behavioral Wellness Centers will launch a month-long campaign designed to showcase the critical role strong relationships play in mental health care.

Recent statistics from a 2024 Mental Health America report reveal:

23 percent of adults experienced a mental illness in the past year, equivalent to nearly 60 million Americans.
20.17 percent of youth (ages 12-17) reported suffering from at least one major depressive episode in the past year.

"It is going to take all of us to improve the level of mental health in our communities. We must build strong relationships and work together. When connections and partnerships are in place, it strengthens individuals and it strengthens entire communities." says Jessica Pfau, Lighthouse CEO.

Lighthouse's campaign – themed "Together, We Thrive" – promotes resources and support available in southern Oklahoma for all those seeking to enrich their mental health.

"This year's campaign theme is all about honoring those dedicated to supporting good mental health," Pfau said. "This month we pause to honor the partners who work tirelessly to improve mental health in our community."

Lighthouse will host a variety of events and activities to engage with the community. The campaign will feature the following:

First Responder Event: Lighthouse will host in-person events for first responders in Ardmore (May 5), Ada (May 7) and Durant (May 9). These events will feature free coffee, energy drinks and mental health support to extend appreciation to first responders.

Informational Web Page: On Thursday, May 1, Lighthouse will launch a campaign webpage that includes educational content, self-help tools and campaign updates. Find the campaign webpage at lighthouseok.com/togetherwethrive

IFour Kings Law Enforcement Motorcycle Club Poker Run: Lighthouse is honored to be the beneficiary of the 2025 Poker Run hosted by Four Kings LE/MC Valley Chapter. This event will begin at 1 p.m., Saturday, May 3 at Knot Again Bar and Grill in Purcell, OK.

Ardmore Community Dedication: Lighthouse will host a Community Dedication to celebrate their new Ardmore Clinic at the Quintin Little Building and honor the community members who made it possible. This event will begin at 3 p.m., Friday, May 30 at 2007 N. Commerce Street in Ardmore, OK.

Follow Lighthouse on Facebook, Instagram and LinkedIn for tips, ideas and activities for a more hopeful May.

If you are experiencing any symptoms of a mental health condition and unsure where to get help or direction, contact your local Lighthouse clinic to schedule an appointment: www.lighthouseok.com/contact-us

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About Lighthouse

Lighthouse Behavioral Wellness Centers is a non-profit organization. We are proud to be a Certified Community Behavioral Health Center (CCBHC) and the designated Community Mental Health Center for nine counties in Southern Oklahoma. As a CCBHC, Lighthouse ensures access to comprehensive behavioral health services, which include, out-patient counseling, care coordination, addiction treatment and 24/7 crisis services. Lighthouse serves anyone who requests care for mental health and substance use, regardless of their ability to pay, place of residence or age.

