



Sunday 10th October 2021 – World Mental Health Day

#ModelForMentalHealth #WorldMentalHealthDay

Aim/Purpose

To raise awareness of mental health issues and support World Mental Health Day. We want to show how modelling and hobbies can help those struggling with their mental health.

We already have a great platform and an amazing community, and we believe this will be a chance for us to raise awareness for an extremely important cause.

The Event

Hosted live on YouTube on 10th of October to coincide with World Mental Health Day the event will include interviews, how to, discussions, stories and more.

Our YouTube Channel: [Hornby YouTube Channel](#)

During the live event we will raise awareness for charities that support various mental health issues and show off how modelling and hobbies can help during hard times.

Hosted by Mike from Hornby's Signal Box the event will run from 10am – 6pm and will included a mix of live and pre-recorded content from partners, collaborators and our in house brands.

How Can I Help?

There are several ways you can be a part of this event. Below are some suggestions of how you can be involved.

- Create exclusive pre-recorded content for the event and be an integral part of the entertainment throughout the live stream including your own segment within our schedule
- A pre-recorded interview with our host to feature within our schedule
- A Live interview during the event.
- A message encouraging our audience to donate to our chosen charity Mind
- Sharing your story either on film or to be read by our host live during the event
- Co-host alongside our host.
- Become a partner for the event
- Donate a prize for our donators raffle
- Share the event with your social media audience

These are just some suggestions of how to get be a part of the event, we welcome any suggestion you might have for getting involved.

If you have any questions regarding the event or how to be a part of 'Mind The Gap' please contact marketing@hornby.com with the subject title 'Mind The Gap'

We look forward to hearing from you.