



# Blossoming for Rehab

Rehab's winter hyacinth fundraising campaign for HeadsUp was recently launched in the National Botanic Gardens by celebrity gardener, Diarmuid Gavin.



## T WAS ALL BLOOMING

marvellous. The tranquil beauty of the National Botanic Gardens in Dublin was the scenic backdrop for the recent launch of Rehab's winter hyacinth fundraising campaign by celebrity gardener, Diarmuid Gavin. The award-winning gardener was on hand to launch a new Rehab fundraising campaign in aid of HeadsUp.

The campaign encourages members of the public to recognise the mental health struggles many young people experience by purchasing a hyacinth bulb in support of Rehab's mental health promotion project.

A winter blossoming flower, the hyacinth develops from a bulb that is often placed in the dark but with careful care and attention transforms into many fragrant blossoms with a strong stalk for support. Appreciating that for some, winter can be a time of darkness and despair, HeadsUp is urging young people in difficulty to seek the care and support that they need, helping them become stronger and more able to deal with their problems.

Supported by TOP Oil, a leading Irish-owned fuel importer and distributor, the fundraising campaign encourages people to buy a hyacinth bulb as a gift for a friend or loved one or even as a treat for themselves.

The beautifully-packaged bulbs cost just €7 and are available from Rehab SMILES shops, as well as many RehabCare resource centres and TOP Oil service stations throughout Ireland. RehabCare service users and

staff joined HeadsUp youth advisors, Rehab fundraisers and representatives from TOP Oil at the launch to lend their support for the initiative, and also to get a few gardening tips from Diarmuid Gavin along the way!

Specifically aimed at young people between 15 and 24 years of age, HeadsUp aims to promote positive mental health and provide information and support to those in need. Collette Ryan, Project Manager of HeadsUp, says, "Winter can be a difficult time for some young people who can struggle during this period, feeling isolated and alone. HeadsUp wants to communicate a message of hope; that no matter what the struggle, help and support are available to guide young people through.

"By purchasing a hyacinth bulb, you are not only brightening someone's day but are also helping HeadsUp to support young people in accessing the support that they need and HeadsUp would like to thank TOP Oil sincerely for making this campaign possible."

HeadsUp incorporates a number of elements, including a free and confidential 24-hour text service, supported by Meteor, which was launched in August 2007 and which has to date received text messages from over 8,900 people. By texting the word HEADSUP to 50424, young people can receive details of various helplines and support services on a range of topics, including teen issues, alcohol, suicide, drugs and mental health.

HeadsUp.ie, also part of the HeadsUp project, is a new interactive website boasting a host of cutting-edge features including Self-Help modules and 'Art from the Heart', along with information on support services, well-being tips, fact sheets, reviews and competitions. ■

*Pictured below:* At the launch of the fundraising campaign in aid of HeadsUp in the National Botanic Gardens were celebrity gardener, Diarmuid Gavin, and HeadsUp youth advisors, (left to right) Emma Louise Rogers, Carol Cavanagh, Lydia O'Byrne and Helen O'Sullivan.



*Pictured left:* Supporting the fundraiser with Diarmuid Gavin were RehabCare service users from Dundalk (left to right) Barry O'Hare, John Clinton, Gráinne Duffy, David Coyle, Linda McEntagart and Mary Frances McAteer.