



MILWAUKEE COUNTY BOARD OF SUPERVISORS

Supervisor Kathleen Vincent - District II

FOR IMMEDIATE RELEASE: Wednesday, May 7, 2025

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Supervisor Vincent Kicks Off Ice Bucket Challenge for Mental Health Awareness Month

MILWAUKEE – In honor of Mental Health Awareness Month, Milwaukee County Supervisor Kathleen Vincent is challenging local elected leaders and the broader community to participate in a newly reimagined Ice Bucket Challenge in partnership with Active Minds, a national nonprofit empowering youth to change the conversation about mental health.

Inspired by the original viral campaign, this new version of the Ice Bucket Challenge aims to break the stigma around mental illness and uplift conversations around mental wellness and access to care.

“This isn’t just a fun challenge — it’s a movement to show solidarity with those living with mental health conditions and to normalize seeking support,” said Supervisor Vincent. *“Mental health is health, and it’s time we say that loud and clear.”*

Participants are encouraged to:

- Fill a bucket with ice water and record themselves taking the challenge
- Tag three others to participate and continue the ripple effect
- Share the video on social media, tag @active_minds, and use the hashtag **#SpeakYourMIND**

Following her challenge, Supervisor Vincent is calling on Milwaukee County Board Chairwoman Marcelia Nicholson, Milwaukee County Executive David Crowley, and chair of the Milwaukee County Mental Health Board, Mary Neubauer to be among the first Milwaukee leaders to step up and take the challenge.

She also encourages members of the Milwaukee County Mental Health Board and the Milwaukee Common Council to participate and use their platforms to amplify youth voices and elevate mental health as a priority.

“Let’s show our young people that Milwaukee County leaders stand with them — not just in words, but in action,” said Vincent. *“As adult advisor to the Milwaukee County Youth Commission and mentor to local high school students every day, I see firsthand why this campaign is so critical: it gives young people permission to speak openly about their struggles and shows them that their local leaders and trusted adults in their lives truly care about their well-being.”*

To learn more about the campaign, visit: <https://www.activeminds.org>

WHO: Supervisor Kathleen Vincent, District 11

WHAT: Ice Bucket Challenge—in partnership with Active Minds—to kick off Mental Health Awareness Month

WHEN: Tomorrow, Thursday, May 8, 2025, at 5:00 PM

WHERE: Outside the Milwaukee County Courthouse - 930 W. Wells Street, Milwaukee, WI 53233

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