



**FOR IMMEDIATE RELEASE**

**Brett Marciel, Director of PR & Marketing**  
[bretmarciel@jasonfoundation.com](mailto:bretmarciel@jasonfoundation.com)  
(615) 264-2323

**Thomas Mabrey, Executive Director**  
[tmabrey@nmhsca.com](mailto:tmabrey@nmhsca.com)

**SUICIDE PREVENTION ORGANIZATION PARTNERS WITH NM HS COACHES ASSOCIATION**  
The Jason Foundation and the New Mexico High School Coaches Association Join Together

(Hendersonville, TN—September 3, 2014) The Jason Foundation, Inc. (JFI), a national leader in youth suicide awareness and prevention programs, is joining with the New Mexico High School Coaches Association (NMHSCA) for an affiliation targeted to address the “Silent Epidemic” of youth suicide, which is the 2<sup>nd</sup> leading cause of death for youth ages 10-24. One of the first projects between the two will be to provide an online training library on suicide awareness and prevention for all of NMHSCA’s 1,800+ members.

“We are excited about working with NMHSCA in providing materials that will provide information, tools and resources to their membership in raising awareness and helping to build prevention skills,” stated Clark Flatt, President of The Jason Foundation. “Our affiliation fits perfectly with NMHSCA’s previous Coaches Clinic theme of ‘We are Education Based Athletics’ and our current work with the American Football Coaches Association (AFCA) as our National Awareness Affiliate.”

In New Mexico, according to the 2013 CDC Youth Risk Behavioral Survey, almost 1 out of every 6 students responded that they had “seriously considered suicide in the past twelve months”. This same survey reports that over 1 out of 11 students reported attempting suicide within the past twelve months.

“The NMHSCA Board of Directors and President Michael Bradley of Mayfield are excited about this opportunity to work with The Jason Foundation to help coaches help our student-athletes, as well as the entire student body, in New Mexico,” said Thomas Mabrey, Executive Director of NMHSCA. “Being a scholastic coach comes with a great responsibility to educate our children beyond the game of X’s & O’s, and this partnership will help our coaches make a difference in every community in New Mexico.”

**About the Affiliates:**

**The Jason Foundation, Inc. (JFI)** is a non-profit organization dedicated to fighting the “Silent Epidemic” of youth suicide through educational programs for young people, educators, parents, and other community groups. JFI, headquartered in Hendersonville, TN, was founded in 1997 after the tragic death of Jason Flatt, the 16-year-old son of Clark Flatt. Currently, there are over 64 JFI Community Resource Centers across the country. For more information, please visit JFI’s website, <http://www.jasonfoundation.com>

**The New Mexico High School Coaches Association** is an organization of New Mexico Coaches founded in 1941. The Coaches Association produces 18 All-star events statewide, all-state teams in football, volleyball, boys and girl basketball, baseball, softball, Track and Field, and wrestling. The NMHSCA also conducts an extensive Coaching Awards Program in New Mexico along with providing multiple professional development opportunities for coaches via its annual coaching clinics.

###