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Dr. Brent Beam's Bro 2-0

Mental Health Event Marketing | PR · Strategy · Copywriting

The New Face of Tough

Dr. Brent Beam enlisted me to lead public relations and marketing for a mental health-focused fundraiser. I provided website optimization, branding, and strategic copywriting, and secured media coverage through a targeted press release. The event drew a strong turnout and successfully raised thousands in donations.

Press Release

FOR IMMEDIATE RELEASE

Bro 2-0: A Bold Step Toward Men's Mental Health Awareness

November 7–8 | Shining Rock Wilderness, NC

On November 7th and 8th, a group of men committed to challenging outdated notions of masculinity will embark on a 20-mile hike through North Carolina's Shining Rock Wilderness. The event, dubbed **Bro 2-0**, is more than a physical challenge—it's a symbolic journey toward emotional strength, vulnerability, and mental wellness.

Sponsored by local psychologist and outdoor enthusiast **Dr. Brent Beam**, Bro 2-0 invites men across Western North Carolina to rethink what it means to be "tough." In a culture that often equates masculinity with stoicism, this event encourages men to embrace courage in a new form: the courage to ask for help, speak openly, and prioritize mental health.

All proceeds from Bro 2-0 will benefit **The Movember Foundation**, a global nonprofit dedicated to improving men's mental and physical health. Since 2003, Movember has raised over \$650 million and sparked worldwide conversations—often through its signature mustache-growing campaign. Participants in Bro 2-0 are welcome to sport their own 'stache as they trek the trails, but facial hair is optional; what matters most is showing up.

The statistics are sobering: men are three times more likely than women to die by suicide and four times more likely to struggle with alcohol dependence. These numbers reflect a deeper issue—societal pressure that discourages emotional openness. “Toughness,” says Dr. Beam, “can mean having the strength to be vulnerable and the fortitude to seek support.”

Dr. Beam brings a unique blend of clinical expertise and wilderness passion to this initiative. Known for his experiential approach to therapy, he offers outdoor counseling sessions that meet men where they are—literally. His practice moves beyond the traditional therapy couch, creating space for reflection, movement, and connection in nature.

Bro 2-0 is not your typical fundraiser, and Dr. Beam is not your typical therapist. Together, they offer a new path forward—one that’s rugged, real, and rooted in healing. The Shining Rock Wilderness, with its expansive trails and stunning vistas, provides the perfect backdrop for this inaugural event.

All men are invited to join Dr. Beam for this meaningful journey. Whether you're hiking for a cause, seeking connection, or simply ready to redefine what strength looks like, Bro 2-0 is a step worth taking.
