



**AVIVA CAMPBELL**

Copywriting, Digital Marketing  
& Brand Management

## **Dr. Brent Beam's Bro 2-0**

### **Digital Event Marketing & Copywriting**

Dr. Brent Beam needed a public relations and marketing expert for a fundraiser event. Among my services were website optimization, copywriting, and branding. I also sent a press release to local media outlets. The event was attended by many people and raised thousands of dollars in donations.

#### **A. Press Release**

##### **Tough Guys Trek for Mental Health Awareness**

Where: Shining Rock Wilderness

When: Nov 7 – Nov 8

Ticket Info: Go to <http://beamcounseling.com/bro2-0/> for sign-up information.

On November 7th & 8th, a group of “manly men” dedicated to the cause of raising awareness about men's mental health will take on a physical challenge as complex as the act of asking for help.

Sponsored by local psychologist and outdoor enthusiast Brent Beam, the Bro 2-0 is an invitation to the men of Western North Carolina to challenge the “tough” guy norm and show that it is courageous and strong to prioritize mental health. In response to the need for more awareness surrounding men's emotional and mental wellness, the inaugural hike will cover 20 miles over two days.

The event will raise awareness and start discussions about men's often overlooked yet critical mental health needs. Notably, the event will also be donating all funds to The Movember Foundation, a global charity committed to men's psychological and physical health, which has raised over \$650 million since its inception in 2003. Their annual event, “Movember,” encourages guys to grow an impressive mustache to bring awareness to men's health issues. Should participants of BRO 2-0 want to

produce a remarkable 'stache and put in some remarkable mileage, go ahead! The manlier, the better, but facial hair is not required.

Surprisingly, men are three times more likely than women to commit suicide and four times more likely than women to be diagnosed with alcohol abuse or dependence. One of the reasons men's mental health is such a concern is our cultural emphasis on men being tough, but toughness takes on different forms. Tough can mean having the courage to be open, the strength to be vulnerable, and the fortitude to seek help. With this in mind, Dr. Brent Bream was inspired to use his counseling psychology expertise to connect with men. He's specialized in helping men navigate challenges in their lives in a collaborative, personal, and experiential way. He is an apt and fitting host for BRO 2-0, not only because of his professional experience but also because of his passion for scaling mountain summits and rambling through woodlands.

Bro 2-0 is an atypical fundraising event, and Dr. Beam is an atypical member of his profession, devoted to taking therapy "off the couch." Brent offers his clients sessions in wilderness settings, which can be especially beneficial for men since the culture of "couch therapy" often doesn't match up with ideas of traditional masculinity. Outdoor sessions make counseling more experiential and provide new ways to be centered, meeting men where they are and helping them move forward on their paths.

Shining Rock Wilderness is the perfect setting for the inaugural event, as it's the largest wilderness in North Carolina, with its far-reaching trails and breathtaking natural beauty. A step on the path signifies a courageous step forward in addressing the mental health needs of men. All men are encouraged to join Dr. Beam on what is sure to be a valiant excursion into the forest.

To sign up for the hike or donate to the fundraiser, visit Dr. Brent Beam, 828-458-0700, [brent@beamcounseling.com](mailto:brent@beamcounseling.com) or <https://www.gofundme.com/bro20>