

Mental Health and Youth: Magellan Health Services Launches Third-Annual "Take Mental Health To Heart" Campaign

Throughout May, Magellan Health Services and the Children's Mental Health Network will use social media to raise awareness about issues pertaining to mental health and youth

AVON, Conn.--(BUSINESS WIRE)-- May is National Mental Health Awareness Month and Magellan Health Services, Inc. (NASDAQ: MGLN) is calling attention to mental health and youth in its third-annual [Take Mental Health To Heart](http://www.TakeMentalHealthToHeart.com) campaign. Magellan has united with the [Children's Mental Health Network](http://www.ChildrensMentalHealthNetwork.org), a national network bringing together the voices of children's mental health, to raise awareness about the importance of investing in America's youth through its Plant a Seed social media campaign. To encourage these seeds of awareness to grow strong, Magellan will donate \$1 to the Children's Mental Health Network for every virtual seed that is "planted" on the Web site during the month of May (up to \$10,000).

"Through the work we do every day at Magellan, we see first hand the impact mental health issues can have on children," said Barry Smith, CEO of Magellan Health Services. "The topic of mental health has ascended into the national spotlight in recent months — for reasons we all agree are tragic. Across this nation, legislators, policymakers, community leaders, mental health professionals, educators, advocates, first responders, family members, and others, like Magellan, recognize that we share responsibility for accelerating efforts that focus on awareness, early intervention, access to treatment and support, and recovery. By focusing on children's mental health, we can change the future — ours and theirs."

Plant a Seed with Social Media

On www.TakeMentalHealthToHeart.com, visitors can learn more about the 2013 campaign and leave a comment on the site's "Plant a Seed pledge wall" to share their thoughts on the importance of investing in America's youth. They can also pose the questions they think need to be asked, thereby adding their voice to the debate on how to improve mental health care for our nation's youth. Visitors then share their seeds with family and friends via Facebook and email to generate awareness. The more "shares" and "likes" each seed receives, the faster it will grow. Each seed will grow through five life stages based on the level of awareness generated.

"Magellan's commitment to promoting awareness of positive mental health in youth and families during the month of May is an example to be celebrated by children's mental health advocates across the nation," said Scott Bryant-Comstock, President and CEO of the Children's Mental Health Network. "At a time when mental health is increasingly in the news, and myths and misconceptions abound, the nation searches for strategies and solutions for better meeting the needs of youth and families. This campaign is an exciting, timely and effective way to spread the awareness of the importance of investing in America's youth and families."

Third-Annual Take Mental Health To Heart Campaign

Take Mental Health To Heart is a program developed by Magellan Health Services to raise awareness of important mental and behavioral health issues facing Americans. Our first campaign in 2011, launched with the [National Military Family Association](http://www.NationalMilitaryFamilyAssociation.org) and Horizon Healthcare Services Inc., focused on mental wellness issues for the military community, including those on active duty, veterans, family and friends. Our 2012 campaign, in collaboration with [The Jed Foundation](http://www.TheJedFoundation.org), looked at the mental health impact of bullying. To learn more about how you can invest in America's youth and take part in the 2013 *Take Mental Health To Heart* campaign, in conjunction with the [Children's Mental Health Network](http://www.ChildrensMentalHealthNetwork.org), visit www.TakeMentalHealthToHeart.com.

About the Children's Mental Health Network

The [Children's Mental Health Network](http://www.ChildrensMentalHealthNetwork.org) provides weekly news and unbiased analysis of key issues through accessible Web-based platforms focused on children, youth and families' mental health and well-being. The Network reaches a widely diverse audience. Readers and contributors to the Network come from all walks of life — parents, youth, community leaders, policy-makers, state and federal officials, and increasingly, similar groups from countries across the globe. Common among all who are involved with the Network is the expressed need for a single source that can effectively distill the high volume of information about issues that impact children with emotional and behavioral challenges and their families in a way that makes sense in its most simplified form, focusing on the key elements requiring action and involvement.

About Magellan Health Services

Headquartered in Avon, Conn., Magellan Health Services Inc. is a leading specialty health care management organization

with expertise in managing behavioral health, radiology and specialty pharmaceuticals, as well as pharmacy benefits programs. Magellan delivers innovative solutions to improve quality outcomes and optimize the cost of care for those we serve. As of March 31, 2013, Magellan's customers include health plans, employers and government agencies, serving approximately 33.9 million members in our behavioral health business, 17.1 million members in our radiology benefits management segment, and 7.4 million members in our medical pharmacy management product. In addition, the pharmacy solutions segment served 41 health plans and employers, 24 states and the District of Columbia, and several pharmaceutical manufacturers. For more information, visit www.MagellanHealth.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130507006781/en/>

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