



PRESS RELEASE

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Goodwill of the Finger Lakes Supports Facebook in First-of-a-Kind Service to Help Prevent Suicides

Rochester, N.Y. (December 14, 2011) – Facebook is offering a new service that harnesses the power of social networking and crisis support to help prevent suicides across the United States and Canada.

The new service enables Facebook users to report a suicidal comment they see posted by a friend to Facebook using either the Report Suicidal Content link or the report links found throughout the site. The person who posted the suicidal comment will then immediately receive an e-mail from Facebook encouraging them to call the National Suicide Prevention Lifeline 1-800-273-TALK (8255) or to click on a link to begin a confidential chat session with a crisis worker.

“We're proud to expand our partnership with Lifeline, and to provide those in crisis with even more options to seek help,” said Facebook’s Chief Security Officer, Joe Sullivan. “The Lifeline’s commitment to suicide prevention has enabled people on Facebook to get fast, meaningful help when they need it most, and we look forward to continuing our work with them to help save lives.”

Crisis center workers from two centers in the Lifeline network, the Boys Town National Hotline and Goodwill of the Finger Lakes’ 2-1-1/LIFE LINE, will be available 24 hours a day, seven days a week to respond to Facebook users opting to use the chat. The Lifeline currently responds to dozens of people each day who have expressed suicidal thoughts on Facebook.

“Facebook and the Lifeline are to be commended for addressing one of this nation’s most tragic public health problems,” said Surgeon General, Regina M. Benjamin, MD, MBA, who serves with Sullivan on the National Action Alliance for Suicide Prevention.

The National Suicide Prevention Lifeline is a toll-free suicide prevention hotline network comprised of 152 local crisis centers. The Lifeline is funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by Link2Health Solutions, a wholly owned subsidiary of the Mental Health Association of New York City (MHA-NYC). The Lifeline provides free and confidential crisis counseling to anyone in need 24/7 and has answered over 3 million calls since its launch in 2005.

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About Goodwill of the Finger Lakes

Goodwill of the Finger Lakes helps thousands of people each year overcome barriers to independence by providing unique training and employment opportunities that empower individuals to achieve self-sufficiency and contribute to their families and communities. Headquartered in Rochester, N.Y., Goodwill of the Finger Lakes encompasses a 20-county territory, including Western, Central, Northern, and the Southern Tier portions of New York State. Goodwill of the Finger Lakes ensures that 100 percent of the value of each donation it receives supports the local community with services and programs. To learn more, please visit <http://www.goodwillfingerlakes.com>.

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