



CRISIS TEXT LINE |

Carmela Wallace and Live Free 999 Release National PSA Aiming to Normalize the Conversation Around Mental Health and Substance Dependency

Watch New PSA Encouraging Those in Need to Reach Out to Live Free 999 and Crisis Text Line for Mental Health Support and Resources [HERE](#)



(Image of PSA, courtesy of Live Free 999)

CHICAGO – February 28, 2024 – Carmela Wallace, who founded the nonprofit Live Free 999 to honor her son Jarad “Juice WRLD” Higgins, released a [national PSA](#) today – playing on radio and TV stations across the country – highlighting her story and encouraging those in need to reach out to Live Free 999 and Crisis Text Line for mental health support. Through the PSA and accompanying media tour, Wallace and Live Free 999 aim to normalize the conversation around mental health and substance dependency.

When her son, Jarad "Juice WRLD" Higgins, died of an accidental drug overdose, Wallace turned her pain into purpose by founding Live Free 999. Live Free 999's mission is to steer individuals away from the grips of substance dependency and offer vital support for mental health challenges. Approximately 1 in 4 adults grapple with mental challenges, soaring to 1 in 3 among those aged 18-25. Yet treatment rates in this group are shockingly low. Linked closely with substance use, these issues create a complex web where individuals suffering from mental health challenges are more susceptible to substance use disorders, and vice versa.

“I started Live Free 999 to remove the stigma and normalize conversations around mental health and substance dependency. I want to ensure that no other parent or loved one faces what I’ve faced,” **says Carmela Wallace in the PSA.**

In the new PSA, Wallace shares the story of her son, who released four studio albums, nine EPs, two mixtapes, 35 singles and is one of the most streamed artists ever. The PSA then encourages those in need to text LF999 to 741741 to connect with a Crisis Text Line volunteer crisis counselor.

In tandem with the PSA and alongside Dr. Shairi Turner, Chief Health Officer for Crisis Text Line, Wallace yesterday embarked on a national media tour – including 23 different media markets and 16 televised interviews – to amplify her story and the Live Free 999 mission. Through its partnership with Crisis Text Line’s free and confidential mental health service, Live Free 999 has directly touched over 10,000 lives, offering solace, guidance, and a compassionate ear to those in need. Over 500 voices from the Live Free 999 community have shared their personal stories to give hope to others and build a community of compassion and support on its [website](#).

The PSA and media tour were produced in partnership with Boom Broadcast and Media Relations and [Motion Projects](#), which was founded on the idea that the best work comes from leaner, nimble, bespoke teams of top-tier talent. Motion Projects’s vision is to transform how great brands leverage creative and production to realize advertising, marketing and communication goals.

Through financial grants and partnerships, Live Free 999 bolsters organizations providing positive mental health treatments and alternatives to drug use. For the past several years, Live Free 999 has donated \$100K to local and national organizations in honor of World Mental Health Day. Organizations supported by Live Free 999 include Crisis Text Line, NAMI/National Alliance on Mental Illness, Bring Change to Mind, A Place Called Home, Youth Outreach Services, Gateway Foundation, Inc., Live4Lali, and Coffee, and Hip-Hop & Mental Health.

About Live Free 999

[Live Free 999](#) is a nonprofit founded by Carmela Wallace to honor her son Jarad “Juice WRLD” Higgins. Live Free 999’s mission is to support programs that provide preventative measures and positive avenues to address mental health challenges and substance dependency. Through financial grants and partnerships, Live Free 999 bolsters organizations providing positive mental health treatments and alternatives to drug use. Beyond providing financial support, Live Free 999 aims to continue the conversation around mental health and addiction. Carmela Wallace continues to receive countless messages from Jarad’s fans expressing that his music has, and continues to, help them through depression and anxiety. Live Free 999 seeks to carry on his legacy. Live Free 999 is a fund of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization. EIF is a Charity Navigator Four Star Charity that meets all 20 Better Business Bureau charity standards and carries the Candid Platinum Seal of Transparency.

About Boom Broadcast and Media Relations

[Boom Broadcast & Media Relations](#) creates and distributes news and public awareness content to television, radio and online media outlets. Boom is a women-owned business providing clients with production, strategic planning, execution and distribution of broadcast news, event and cause related content. This PSA was produced by Boom production partner Motion Projects which was founded on the idea that the best work comes from leaner, nimble, bespoke teams of top-tier talent. Our shared vision is to transform how great brands and causes leverage creative and production to amplify issues that matter and provide access to resources that have the power to change lives.

About Crisis Text Line

[Crisis Text Line](#) is a nonprofit organization that provides free, confidential, 24/7 text-based mental health support and crisis intervention in English and Spanish. Since its launch in 2013, Crisis Text Line has engaged in more than 9 million crisis conversations and trained over 65,000 volunteers to support people in their moments of need. Crisis Text Line is committed to creating an empathetic world where nobody feels alone. Individuals seeking confidential support can connect with us via text, web chat and WhatsApp. To be connected to a live, trained volunteer Crisis Counselor, text HELLO to 741741 or 443-SUPPORT in WhatsApp or text HOLA to 741741 or 442-AYUDAME in WhatsApp for Spanish or connect with us via [web chat](#). Visit Crisis Text Line on [Instagram](#), [Twitter](#), [Facebook](#) and [TikTok](#). Additional information, including how to become a volunteer or how to support Crisis Text Line through donations or partnerships, is available at www.crisistextline.org.

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