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BYRON ALLEN'S ALLEN MEDIA GROUP ANNOUNCES MENTAL HEALTH AWARENESS MONTH PARTNERSHIP WITH THE ARC12 PROJECT

***Allen Media Group's Free-Streaming Digital Platform HBCU GO
Will Debut the Documentary and Conversation One-Hour Special
'ARC12 Project: Open Lines' on May 17, 2022***

Los Angeles, CA -- May **XX** 2022 Byron Allen's **Allen Media Group (AMG)** free-streaming digital platform, **HBCU GO** – the leading media provider for the nation's 105 Historically Black Colleges and Universities (**HBCUs**) – is proud to announce its Mental Health Awareness Month partnership with the **ARC 12 Project**. **HBCU GO** will debut the enlightening and thought-provoking one-hour special **THE ARC12 PROJECT: OPEN LINES** on **HBCU GO** on Tuesday, May 17 at 1pm ET and 7pm ET and will expand its viewership to a plethora of national distribution platforms with a purpose to amplify the important discussion around mental health.

THE ARC12 PROJECT: OPEN LINES was inspired and co-created by Howard University Senior, Noah Thierry, bringing together **HBCU** students and young influencers battling severe mental health issues. Hosted by **HBCU** Morgan State alumnus, former social worker, and television personality/comedian Joe Clair, **THE ARC12 PROJECT: OPEN LINES** is a game changing, no holds barred discussion surrounding each person's individual mental health journey.

The **ARC 12 Project** is an historic partnership benefiting African American creators, influencers, **HBCUs**, and mental health initiatives. Whether it's dating, sexuality, suicide, or cyber-bullying, **THE ARC12 PROJECT: OPEN LINES** goal is to engage, inspire, and empower the youth culture facing similar problems.

"We are proud to be the first network to support a revolutionary program around mental health among people of color," said **HBCU GO** co-founder and President Curtis Symonds. "**THE ARC12 PROJECT: OPEN LINES** excites our team because the idea and movement emanated organically from a single **HBCU** student and his father trying to navigate their own complex mental health journey".

"We are proud to be a part of **THE ARC12 PROJECT: OPEN LINES** movement," said Clint Evans, Co-founder, and General Manager, **HBCU GO**. "Their vision is absolutely in alignment with our programming goals and mandates fostering education and consumer awareness around such an integral issue as mental health within the **HBCU** communities.

"I am lucky to have the constant support from my family and access to resources to help me battle my own mental health challenges each, and every day," said Howard University Senior Noah Thierry. "I know so many others within my generation who aren't as fortunate. I am motivated to change the narrative with this magnificent movement through media and social/grassroots platforms such as the **ARC12 PROJECT: OPEN LINES**."

ABOUT HBCU GO

HBCU GO is a cultural lifestyle destination and leading sports media provider that embraces and represents the voice of Black Excellence every day of the year through an all-new platform that captures the rich history, diversity, perspectives, and cultural experiences at Historically Black Colleges and Universities. The network also provides a platform for emerging creatives in media production, branding, and broadcasting. We offer our viewers the best in live sports, original series, documentaries, films, comedy, and edutainment programming produced by African American leading producers, directors, and students from select HBCUs. Launched in 2012, the streaming service was purchased by Byron Allen in 2021 and is part of Byron Allen's **Allen Media Group (AMG)**. **AMG** is headquartered in Los Angeles with offices in New York, Chicago, Atlanta, and Raleigh. **AMG** owns 27 **ABC-NBC-CBS-FOX** network affiliate broadcast television stations in 21 U.S. markets and twelve 24-hour HD television networks serving nearly 220 million subscribers: **THE WEATHER CHANNEL, PETS.TV, COMEDY.TV, RECIPE.TV, CARS.TV, ES.TV, MYDESTINATION.TV, JUSTICECENTRAL.TV, THEGRIO.TV, THIS TV, LOCAL NOW TV**, and **PATTRN**. Allen Media Group will add its thirteenth network, **THE WEATHER CHANNEL EN ESPANOL**, in 2022. For more information, visit www.entertainmentstudios.com

ABOUT ARC12 PROJECT

The **Arc 12 Project** combines media and manufacturing with the express purpose of raising funds and creating programming supporting mental health awareness. With Executive Producers Gary Bernstein, Noah Thierry and Mark Thierry, in their first media project, "Open Lines" represents game changing content igniting a no holds barred discussion around mental health within the HBCU communities and particularly amongst young males. Inspired by Howard University Senior Noah Thierry's mental health journey, renowned media executive Gary Bernstein along with entrepreneur Mark Thierry are spearheading this ambitious movement designed to create a better understanding around mental health through media, education, and partnerships with participating mental health organizations. Because candles have been a constant source of peace for Noah, the beautifully scented Arc12 candles are being manufactured in large quantities through Unity Brands Inc, a Texas based minority owned manufacturing company, so significant funds can be raised to support mental health programs at the 101 HBCU campuses around the United States with retail locations at select Nordstrom's including the Houston Galleria. For more information, visit www.arc12project.com

ABOUT OCEANIC TRADEWINDS

Gary Bernstein, President/COO of Oceanic Tradewinds, has over 30 years of experience in all aspects of the entertainment industry. As a super media agent, syndicator, music manager, and producer, Bernstein is known for building and/or creating the largest audio content footprint in the contemporary radio era including Rickey Smiley, Wendy Williams, Frank Ski, Russ Parr, Donnie McClurkin, Yolanda Adams, Jekalyn Carr, Al Sharpton, Roland Martin, Rick Party, and the Baka Boyz, just to name a few. Learn more at www.oceanictradewinds.com

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