

FOR IMMEDIATE RELEASE

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NAITO-CAMPBELL FAMILY ANNOUNCES \$1 MILLION INVESTMENT IN MENTAL WELLNESS IN OREGON

PORTLAND, ORE. – The Bill Naito family, who have played a leading role in building Portland into the city we know today, plans to make an unprecedented investment in Lines for Life, a suicide and substance abuse prevention organization. Anne Naito-Campbell has decided to make this gift as part of a broad investment in social change and social justice in Portland.

"103 years ago my grandfather came to Portland from Japan and opened Naito Japanese Goods," says Anne Naito-Campbell. "Today, my brother, my cousins and I are continuing the legacy my grandfather and my father began. With the sale of two of Portland's greatest landmarks: Montgomery Park and the Galleria, we will be investing a million dollars in Lines for Life to make lasting and important change in promoting mental wellness in Oregon."

The gift was announced at a press conference on Friday, April 5th at 11:30am at Lines for Life headquarters. Portland Mayor Ted Wheeler, Multnomah County Commissioner Sharon Meieran, and CEO of Lines for Life, Dwight Holton joined Anne Naito-Campbell to celebrate the event. The investment will go directly towards innovation capital, protecting and preserving the longevity of the crucial, life-saving work of Lines for Life.

"Lines for Life is a valuable partner in our fight against mental health stigma and suicide, and we look forward to working together to make sure the Naito investment helps Oregonians for generations to come" says Mayor Ted Wheeler.

"We have a longstanding partnership with Lines for Life to serve everyone's mental health from Veterans to youth," says Multnomah County Commissioner Sharon Meieran. "We're excited to see this substantial support from a legacy Oregon family to make way for future mental wellness."

Oregon has one of the highest suicide rates in the nation. However, for every one suicide, 280 people consider it and do not go through with it. Lines for Life de-escalates over 95% of their crisis calls, helping those who are struggling find hope and healing. Last year they took over 110,000 calls, texts and emails, doubling the amount in recent years.

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Lines for Life is a 501c3 nonprofit that works to prevent substance abuse and suicide and promote mental wellness. The organization operates the suicide crisis line 24/7/365 in addition to the Oregon YouthLine, Senior Loneliness Line, Drug & Alcohol Line, Military Helpline and many others. We also work to find ways to end the opioid crisis.