**Sample Emails for HealthyMenMichigan.org**

**General email**

**Dear:**

Depression affects 6 million American men in any given year, and many of them do not seek treatment. In response to this, researchers have stepped forward to provide a free resource to men in Michigan that will help them determine if their symptoms are consistent with depression and provide them with local and online resources at HealthyMenMichigan.org.

Depression is a common and treatable condition. Symptoms include losing interest in activities you once enjoyed, feeling sad or hopeless for many days, or unexplained aches and pains. There are other symptoms, too.

HealthyMenMichigan.org is a place for men in Michigan to find solutions to their problems. You can take a screening to see if you might benefit from professional help, and find information about local resources that have a unique understanding of the issues that face men in Michigan.

**Dear :**

We all know the stereotype about men not wanting to ask for directions (who needs them now that we have GPS anyway?), but that is only one part of a bigger issue. Many men don’t like to ask for any sort of help and try to solve problems on their own.

However, the tendency not to seek help can result in mental health issues such as depression. Recognizing the need to reach out to men who are reluctant to ask for help, experts have created a brand new website designed specifically for men and the people who love them. It’s called **HealthyMenMichigan.org.**

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**Sports-Themed:**

Dear [insert greeting name here],

Life can throw you some curveballs that are dirty enough to make Justin Verlander’s look gentle. Fighting with your wife or girlfriend, dealing with your expenses, or facing stress and uncertainty at work can make any man feel fed up. Sometimes, everything looks great on the surface, but you feel crappy and are not sure why.

You’re tough and can take a lot of what life throws at you, but sometimes you just want to scream, punch something, or worse. Before you do anything you regret, take one quick and simple step that will help you tackle what has come your way. Visit HealthyMenMichigan.org.

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**Car-themed**

Dear [insert greeting name here],

Whether you are finely-tuned Italian sports car or a rugged stock car, you still need maintenance. You know you’re supposed to exercise, eat right, and keep your body in generally good working order. Don’t forget about your emotional health!

We all go through rough patches, but it can be hard to know when a rough patch is something more. Fortunately, there is a website that can tell you if your symptoms would benefit from some professional help.

**HealthyMenMichigan.org** is a place for men in Michigan to find solutions to their problems. You can take a screening to see if you might benefit from professional help, find assistance from local resources that have a unique understanding of the issues that face men in Michigan, and feel better. Visit today!