

Script 1

Chances are, you know someone right now contemplating suicide.
Every day, over 120 Americans die by suicide.
It is the tenth-leading cause of death in the U.S. --
second-leading for Americans 15 to 24 years old.
But it doesn't have to be, because New York Cares.
Working together, we can provide support and resources to those in need.

Script 2

Depression doesn't discriminate.
Anxiety or suicidal thoughts can take hold of anyone.
But almost 90 percent of those who are treated for depression break out of that hold.
Be a part of the 90 percent. Reach out today.
New York Cares

Script 3

It is the tenth-leading cause of death in the U.S.
It takes the lives of 120 Americans every day.
And chances are, you know someone right now who is at risk.
It often goes undiagnosed or untreated...
...but it doesn't have to, because New York Cares.
There is no single cause to blame for suicide, but by knowing the
warning signs and risk factors,
we can make a difference.
Working together, we can provide support and resources to those who
need it.