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The Recovery Road: A 1,776-Mile Walk Around Minnesota Aims to Expose America's Youth Mental Health Crisis—And Force Action

A crucial awareness campaign to turn lived experience into national policy, funding, and change.

Relevant Dates for Content

September: Suicide Prevention and Recovery

October: Depression/Mental Health Screening Month

October 10: World Mental Health Day

FOR IMMEDIATE RELEASE:

THE RECOVERY ROAD LAUNCHES 1,776-MILE YOUTH BEHAVIORAL HEALTH MISSION WITH STILLWATER EVENT ON JUNE 29

STILLWATER, MN — On June 29 at 9:00 AM, behavioral health advocate Jason Lennox will launch *The Recovery Road*—a grueling 1,776-mile walking journey around Minnesota—with a community launch event at Pioneer Park in Stillwater. Coinciding with America's 250th birthday, this historic trek aims to create a national model for mapping youth mental health and substance use crises in real time.

At the launch, Lennox will gather with local behavioral health leaders, healthcare professionals, and impacted families to spotlight community service gaps and kick off an unprecedented data-collection effort. The public is invited to attend, connect with local resources, and join the movement.

The Stillwater Launch Event & Speaker Program

The June 29 event at Pioneer Park serves as the official starting line for the statewide tour. The morning will feature an impactful Speaker Program:

- **Keynote Address:** Founder Jason Lennox will deliver the keynote, covering his personal recovery journey, the 1,776-mile walk, and why urgent action is needed now.
- **Impacted Families:** Family members who have lost loved ones to addiction will share personal messages, underscoring the human cost of the crisis.
- **Healthcare Workers:** Local medical and behavioral health professionals will share community data, current progress, and local successes.

Interactive On-Site Experiences

Pioneer Park will transform into a resource and data hub on launch morning, featuring several interactive stations for attendees:

- **Data Collection Station:** Attendees can participate in a brief, standardized survey, kicking off the walk's real-time research mission.
- **Story Wall:** A dedicated space where community members can share who they are walking for.
- **Resource Tables:** Direct access to local behavioral health programs, crisis lines, and recovery support services.
- **Sponsor & Partner Visibility:** A branded presence showcasing the local businesses and organizations backing the initiative.
- **Documentary Content Capture:** An on-site videographer and photographer will capture footage for an upcoming feature documentary and social media campaign.

Move Beyond Awareness: A New Model for Accountability

Unlike typical awareness campaigns, *The Recovery Road* is an evidence-based data mission designed to close the gap between what is known and what is proven. The campaign delivers a structured set of outputs for policymakers and institutions, including a real-time public **Living Map** of community gaps, a **Gap Report** by legislative district, and a **Policy Brief** delivered to leaders in St. Paul and Washington, D.C.

“This isn’t about awareness anymore. It’s about evidence—and what we do with it,” says Lennox, who previously walked 530 miles through Appalachia to honor the 307,000 lives lost in 2024 to suicide and addiction.

Call to Action: Funding and Participation

Nationally, youth mental health and substance use disorders cost over \$1 trillion annually. To combat this, *The Recovery Road* invites everyday citizens to join by walking in their own communities, logging miles, and raising funds.

Proceeds will support the **One Arrow Foundation**, which provides grants for prevention, treatment, crisis intervention, and recovery services in high-need areas. Organizers have committed **70% of funds raised directly to community grants** and long-term systems change, while 30% supports logistics, storytelling, and data collection.

Event Details At-A-Glance

- **What:** The Recovery Road Statewide Launch Event
- **When:** June 29, 2026, at 9:00 AM
- **Where:** Pioneer Park, Stillwater, MN
- **More Info:** Visit RecoveryRoad250.com to log miles, donate, or find local resources.