



## **\*\*PRESS RELEASE\*\***

**17.12.19**

### **Kent Collective Launch Music Video and Mental Health Project**

All Men Cry is a collective from Herne Bay shining a new light on men's mental health, and mental health in general, with the launch of the All Men Cry song and music video. The driving forces behind All Men Cry are established music recording artist ELRAES, a guy called 'Banks' who was once a most wanted criminal and who's now an artist, high-profile transgender personality Kellie Maloney and their friends and professional contacts.

Recorded on a shoestring, calling in favours from industry professionals, the video for All Men Cry features boys and men who want to say, 'It's okay to say you're not okay', and to simply get across that mental health impacts on us all regardless of race, gender, sexuality and age. It is also the springboard to launch the HAPPY HERE community interest company which has a clear vision to work with local communities to support those affected by mental health issues – [www.happyhere.me](http://www.happyhere.me)

**END**

*Please do listen to All Men Cry and view the video teaser <http://bit.ly/2YW6WSZ> **We'll send you a Google invite to view the full video.***

*The All Men Cry collective would be delighted to give interviews and provide any further information that you might require. Media contact, Matt Rowlands at AMP PR, [matt@ampublicrelations.co.uk](mailto:matt@ampublicrelations.co.uk) Tel: 0751 3002136.*

*With thanks from Kris Searle, Grammy considered and multiple LA Music Award winning songwriter and recording artist, aka ELRAES – [www.elraes.co.uk](http://www.elraes.co.uk)*