

## Help Hats Help Heads on World Mental Health Day

[Hat Day](#) is Australian Rotary Health's national fundraising and awareness day for mental health research, celebrated each year on World Mental Health Day - **Friday October 9, 2015**. Since the inaugural Hat Day in 2011, Hat Day has claimed two Guinness World Records (most people wearing paper hats & most people wearing red hats). Hat Day recently launched a new logo, as well as a new website with social fundraising features.

Hat Day has acquired a number of high profile ambassadors in its five years of running, including actors Elle Dawe, Matt Lee and PaulyFenech. Most recently, we were joined by Dr Happy – Dr Tim Sharp, Chief Happiness Officer at the Happiness Institute. Since 2014, Hat Day has also partnered with the ABC to promote mental health research in Australia.

Rotary Clubs have been our biggest supporters to date, and with your help we are reaching an increasing number of organisations who are hosting Hat Day events in their workplaces. This year, clubs in Hobart, Sydney and Melbourne will be hosting corporate launch events with high profile guests and speakers, including Dr Happy, sharing insights on happiness.

Some other great Hat Day events and initiatives have included:

- Trivia nights – many clubs have held successful events using our trivia host kit available upon request;
- A pirate-themed river cruise;
- Taking posters and collection boxes to local business receptions;
- The Melbourne Cup Milliner's cocktail and showcase evening;
- A photo-booth in Pitt Street Mall, Sydney;
- Stalls at local shopping centres or community events (some with cupcakes);
- Official fundraising at train stations;
- The annual Australian Rotary Health Wine, Food & Race Day.

What will your Club do? Register your Club for Hat Day at [www.hatday.com.au](http://www.hatday.com.au).