



Encouraging connection
with yourself, the land
& other people.

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PRESS RELEASE

For the past 10 years Jimi Hunt has worked on increasing awareness around mental health and its shocking statistics starting with his campaign to Lilo The Waikato. He then saw a need to change the conversation away from 'mental health' and towards 'Mental Fitness' so that people could understand how we needed to be working on it consistently, keep it maintained, improve it and gain the benefits of it, just like we do with our physical fitness. Jimi built the World's Biggest Waterslide (according to Guinness) in order to help spread that message.

Now it is time for the next chapter. We know that we have a problem in NZ, we know its scope and impacts, we are now quite aware of it. What we need now is changed behaviours. Jimi's next adventure, leaving on the 20th of November to walk 3000km from Cape Reinga to Bluff in less than 100 days, is all about taking ACTION.

What we're looking for is simple, free and effective ways to create that action in order to create change in the mental health outcomes of New Zealanders. Jimi has chosen to focus on Connection. Connection to yourself - to increase self-awareness, self-esteem, self-love. Connection to the land - to regulate the nervous system and develop a perspective and understand of our place in this world. We know quite simply; More Nature = Less Depression. And Connection to each other - we are in a loneliness epidemic and it is making us sick and killing us early. We don't necessarily need more connections, we need better quality ones.

Jimi is on a mission to encourage NZ to Connect. They can start by coming and walking parts of Te Araroa Trail with him. He will be teaching the three aspects of Connection as he goes.

People who cannot get out to the trail and also take his Connection Challenges at home, to learn the skills that can increase their Mental Fitness.

And they can then share Jimi's mission and the skills they've learned with others. The more we learn, the more we can teach others and together we can start improving the shocking mental health statistics in this country.

If you would like to learn more about this mission and how you can join in or help then you can visit Jimi's website; www.jimihunt.com/walkinghome

Jimi is available for interviews;

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