



Microsoft
One Microsoft Way, Redmond, WA
98052-6399 United States
(800) 285-7772, msft@microsoft.com, www.microsoft.com

August 3, 2015

Ms. Alexandra Alter, reporter
The New York Times
620 8th Ave
New York, NY 10018-1618

Dear Ms. Alter:

According to the National Institute of Mental Health, one in four American adults 18 and older suffer from a diagnosable mental disorder in any given year. More than 11 percent of U.S. children and adolescents suffer from a serious mental disorder that causes significant impairment, yet 70 percent are not identified and do not receive mental health services. Stigma frequently surrounding mental illness is a pervasive barrier to understanding the gravity of mental illnesses and the importance of mental health. Today, many Americans still are unaware that mental illnesses can be treated and recovery is possible.

In order to increase public awareness and promote positive and accurate information of mental health, Microsoft will exclusively sponsor a public educational event "We All Matter", to be held together with the Mental Health Association of New York City (MHA-NYC). At this event, J.K. Rowling's new collection of fairytales for adults especially written for MHA-NYC will be launched. Mrs. Rowling will also share her personal story of overcoming emotional challenges with a group of people with emotional challenges. We encourage individuals to spread awareness and carry forward the understanding of mental health issues and the knowledge of mental illness treatment to a wider group of people.

We cordially invite you to attend a press conference to learn more details about the collaboration between Microsoft and MHA-NYC and the event "We All Matter." Meanwhile, a possible exclusive interview with one of the speakers participating in the press conference will be arranged. The detailed arrangement of this press conference is enclosed. I will follow up this letter with a phone call in the next week to confirm your participation, as well as to schedule an interview opportunity for you.

Sincerely,

Siwei Wang, Microsoft, director of public relation
swang139@syr.edu, 315-447-2863