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Active Minds Brings “Stress Less Week” Activation to The University of Alabama Tuscaloosa

With a special contribution from [Urban Outfitters’ holiday campaign](#), students came together for a Feelings Fair promoting creativity, connection, and emotional wellbeing.

Washington, D.C. – [Active Minds](#), the nation’s leading nonprofit organization mobilizing youth and young adults to transform mental health norms, brought its [Stress Less Week](#) activations to campuses nationwide this year, with the University of Alabama Tuscaloosa selected as the host for the featured fair. The effort was supported by Urban Outfitters’ contribution through its “*Everything, Everywhere, All You Want*” holiday campaign.

Held on **October 24**, the event featured interactive tables exploring topics such as emotional regulation, mindfulness, stress and the body, while providing campus mental health resources to the students. Participants were encouraged to visit multiple stations, build personalized self-care kits featuring educational materials alongside **Urban Outfitters** products, such as journals and water bottles.

To boost participation and engagement, the event incorporated a “bingo” activity and raffle prizes, with attendees also approved for **Greek points** and **class credit**—helping drive a strong campus turnout. The initiative exemplified how peer-led spaces can make mental health education approachable, fun, and empowering.

“We’re thrilled to collaborate with Urban Outfitters in bringing mental health awareness to life on college campuses in such a fun, approachable way,” **said Errika Brook, Senior Manager, Chapter Partnerships and Engagement at Active Minds.** “The Feelings Fair at The University of Alabama Tuscaloosa exemplifies how students can come together to connect with one another, and take small steps toward championing a new era of mental health.

Active Minds’ [Stress Less Week](#) initiative equips students to prioritize their mental wellbeing during high-stress seasons—like midterms and finals—through creative, accessible activities centered on self-care and connection. The partnership with Urban Outfitters highlights how national brands can play a meaningful role in supporting young adult mental health through on-campus engagement and awareness efforts, especially during a season that puts giving and community front and center.

Urban Outfitters is extending the season of giving with a three-month initiative celebrating community and impact. From November through January, in-store cashwrap donations will support six of UO's long-standing nonprofit partners including Active Minds. Urban Outfitters is proud to collaborate with each organization on year-round initiatives, community engagement, and ongoing brand donations.

About Active Minds:

Active Minds is the largest nonprofit in the United States mobilizing youth and young adults to transform mental health norms across society. For more than 20 years, we have equipped the next generation of peer mental health advocates through a variety of programs, including the Active Minds Chapter Network, A.S.K., and Send Silence Packing. Our advocacy, initiatives, and campaigns foster lasting change in how youth view and discuss mental health, encouraging them to use their voices to influence broader conversations and inform mental health supports within their communities. Together, we are building a diverse movement of champions committed to improving mental health for all. To learn more about Active Minds, visit activeminds.org.

About Urban Outfitters:

Urban Outfitters is a global lifestyle brand dedicated to fueling the next generation's individuality through a unique blend of product, creativity, music, and youth culture. Founded in 1970 in a small space across from the University of Pennsylvania, Urban Outfitters now operates over 200 stores across the United States, Canada, and Europe, alongside a dynamic digital presence. Empowering bold self-expression, Urban Outfitters leads with its distinctive designs and curated selection of women's, men's, accessories, and home products, and best-in-class brand partnerships. For more information, visit Urban Outfitters at www.urbanoutfitters.com.