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**BEACH CITIES HEALTH DISTRICT AND BEACHLIFE FESTIVAL LAUNCH “B-WELL” CAMPAIGN**

*Three-month campaign to focus on mental health and happiness during challenging times*

REDONDO BEACH, CA. (February 3, 2021) – Preventive health agency [Beach Cities Health District](#), in conjunction with [BeachLife Festival](#), is launching **B-Well**, a three-month program offering mental health tools to increase happiness during the COVID-19 pandemic. The campaign will feature celebrity and local luminary appearances, social media vignettes, livestream performances and community engagement.

Each week, B-Well will offer tips to help increase mental well-being and happiness, focused on a different theme each month. February will feature Gratitude, March will focus on Bravery and April will wrap up the program with Connection.

All members of the community are encouraged to participate in B-Well, which offers insight and support, along with many opportunities for virtual interaction and prizes. Each month’s theme will culminate in a livestream show with live music performances, special guests and prizes, to be broadcast for free on the Facebook and YouTube pages for both Beach Cities Health District and BeachLife Festival.

Various local and national luminaries, musicians, athletes and artists will participate in the program, which helps to reinforce positive messaging and entertain the South Bay community. Upcoming guests include musical artists Lisa Loeb, Kevin Sousa, Latch Key Kid, Wais Katubadrau and Olivia Pucci. Also featured will be Olympic stars Steve Lewis and Eric Fonoimoana, pro surfer Morgan Sliff, photographer Bo Bridges and local chef Marc Dix, among others. Additional celebrities and talent will be added throughout the next three months.

“The B-Well campaign invites community members to connect with others and boost their mental health,” says Tom Bakaly, CEO of Beach Cities Health District. “We hope residents will take advantage of these resources and virtual events.”

Allen Sanford of BeachLife Festival adds, “During this time of heightened safety concerns with both COVID and its side effects on our Community, BeachLife Festival couldn’t think of a better partner to start addressing these concerns proactively, and we look forward to the B-Well program, as well as many more, as our relationship expands looking to the next festival.”

A full schedule of all B-Well programs, videos and live online musical performances, as well as additional BCHD mental health workshops and resources, can be found on the B-Well website at <https://www.bchd.org/bwelltogether>. Join the B-Well movement through Facebook (@beachcitieshealth @beachlifefest) and Instagram (@beachciteshealth @beachlifelifefestival) and be a part of the conversation using #BWellTogether. See you at the livestream shows!

#### Schedule of February Events

- Feb. 1-6, 2021: Gratitude Part 1: What are you grateful for? Featuring musician Wais Katubadrau and others
- Feb. 7-13: Gratitude Part 2: Zen Zone: Where do YOU find your Zen? Featuring Pro Surfer Morgan Sliff
- Feb. 14-20: Gratitude Part 3: Rocking the Thank-You's with Rock Painting
- Feb. 21-28: Gratitude Part 4: Practicing Kindness and Compassion, featuring Olympic Volleyball Gold Medalist, Eric Fonoimoana
- Thursday, Feb. 25, 6-7 p.m.: LIVESTREAM SHOW featuring performances by Wais Katubadrau and Olivia Pucci
- Saturday, Feb. 27, 11 a.m. - 12:30 p.m.: Live Virtual Mental Health & Happiness Workshop

#### **About Beach Cities Health District**

Beach Cities Health District (BCHD) is a healthcare district focused on preventative health and serves the communities of Hermosa Beach, Manhattan Beach and Redondo Beach. Established in 1955 as a public agency, it offers an extensive range of dynamic health and wellness programs, with innovative services and facilities to promote health and prevent diseases in every lifespan. BCHD also operates AdventurePlex, a health and fitness facility where kids play their way to good health, and the Center for Health & Fitness, a comprehensive fitness center that is the only Medical Fitness Association-certified facility in California. Visit [www.bchd.org](http://www.bchd.org) or call (310) 374-3426 for more information.