

FOR IMMEDIATE RELEASE

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iFred Brings New Hope to Depression with Thousands of Sunflowers

Annapolis, Maryland, October 10th, 2006 –

iFred, the International Foundation of Research and Education on Depression, planted in honor of those affected by depression, celebrates the first Annual Field of Hope planted in Goodland Kansas, giving depression a new sunny future. iFred sold seeds through their website, and brought in thousands of dollars for their cause to shine the light on depression, something the World Health Organization states will be the leading cause of health impairment worldwide by 2020 (WHO, 2002). iFred is particularly thankful to Bryce Cole of Cole Family Farms for his generous donation of the field, dedication and commitment to this project. “It was an amazing field of sunflowers and I was honored to be chosen for this project. I look forward future years with iFred and to bigger and brighter fields to come”

The field was planted in 2006 and grew from a seed of hope by the team of volunteers working to make iFred an International organization raising awareness on the importance of recognizing and getting treatment for depression. The founder of iFred, Kathryn Goetzke White, explains the decision to plant a sunflower field. “We chose a sunflower because it is a strong and vibrant plant that is recognized internationally for its beauty and positive imagery. Our Field of Hope symbolizes the millions of people worldwide who live with depression and those that survive it on a daily basis. With care and commitment the iFred Field of Hope will grow stronger and be more beautiful with each passing year, just as those who live with depression will if they receive the proper attention and support they need.”

Mark Meier, the acting Executive Director of iFred, thinks this is a new beginning for depression and the emphasis we place on fighting the misunderstanding and misperceptions that exist about depression and those living with the disease. “Depression is a very real medical condition that impacts the lives of people from all backgrounds. These individuals living with depression are our grandparents, our parents, our brothers and sisters, our spouses, our children, and our friends.

Depression doesn't discriminate and it is as likely for depression to impact the banker or the attorney, as it is the school teacher, homemaker, or carpenter."

Mark continues, "At iFred we are committed to helping the public understand that living with depression is no different than living with any other chronic illness. Rather than casting shame or blame on those who have depression, we need to bring depression out of the closet so we can publicly fight this battle. With appropriate treatment and support, 80% of those affected by depression can experience a significant improvement in their symptoms. The time is now to celebrate the victories over depression and to show our support for those who continue to struggle."

iFred is a 501(c)(3) organization dedicated to researching the causes of depression, supporting those dealing with depression, and improving the public's perception and understanding of depression. iFred's primary goal is to bring energy and information together from existing sources to educate, inform and change the way we look at depression today. For more information about iFred or to join us to help meet our goals, visit us on the web at: www.ifred.org / www.depression.org.