

**FOR IMMEDIATE RELEASE**

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OFFICIAL MENTAL HEALTH PARTNER OF THE BUFFALO BILLS

## **Buffalo Bills and BestSelf Behavioral Health Partner to Tackle Mental Health**

*As Official Mental Health Partner, BestSelf will partner with the team to provide resources and community support across Western New York.*

**BUFFALO, N.Y.** – July 23, 2024 – BestSelf Behavioral Health, an innovative leader in behavioral health services in Western New York, proudly announced today its official partnership with the Buffalo Bills. This trailblazing collaboration, the first of its kind for the Buffalo Bills franchise, promises to bring transformative programming and heightened awareness of mental health issues to the Western New York region. This partnership will harness the power of sports in the community to bring mental health conversations into the mainstream, breaking down stigmas and encouraging proactive approaches to mental wellness.

As the Buffalo Bills' first-ever Official Mental Health Partner, BestSelf will spearhead initiatives to promote mental wellness, provide critical resources, and foster a supportive community environment. The partnership will focus on providing accessible mental health resources, developing educational programs, and creating unique community engagement opportunities.

“Through our collaboration with the Buffalo Bills, our employees, clients, and the wider community will witness BestSelf and the Bills working together to achieve significant community impact,” said Elizabeth Woike, President and CEO of BestSelf Behavioral Health. “This partnership represents a significant step forward in our mission to empower everyone to be their best self. We look forward to working with the Bills organization to create programs that resonate with our community and beyond, providing support and resources where needed most.”

The Buffalo Bills and BestSelf collaboration is rooted in shared values and goals. The Bills selected BestSelf as their official mental health partner due to its deep-rooted commitment to the community, the significant number of individuals it serves, innovative approaches to mental health care, and dedication to providing high-quality programs and services.

“We are excited to welcome BestSelf to the Bills Family as our Official Mental Health Partner. BestSelf has been serving Western New York for more than 120 years and empowering our community members to become the best version of themselves,” stated Dan Misko, Vice President of Business Development at The Buffalo Bills. “The Buffalo Bills and the NFL remain committed to building a positive culture around mental health on and off the field, and this partnership is a testament to our dedication to prioritizing mental health and leveraging our platform to effect positive change.”

Both organizations are committed to empowering individuals to achieve their highest potential, whether on the field or in everyday life. This partnership comes at a crucial time when mental health issues are increasingly recognized as fundamental to overall well-being. By combining resources and expertise, this collaboration is poised to set a new standard for community partnerships, aiming to create a supportive, informed, and proactive community where mental wellness is prioritized and celebrated.

For more information on BestSelf Behavioral Health, visit [www.bestselfwny.org](http://www.bestselfwny.org).

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*About BestSelf Behavioral Health*

BestSelf Behavioral Health, Inc. is the largest community-based behavioral health organization serving children and adults with mental health and substance use disorders in WNY. We provide easy access to a full continuum of person-centered, trauma-informed behavioral health treatment, rehabilitation, and recovery services. BestSelf has an annual budget of \$94 million and serves over 41,000 children and adults in 70+ locations in Western New York.