



HAVE SOME FUN TODAY

Presents

THE ELSIE PROJECT

(May 17, 2023 – New York, NY) --- Have Some Fun Today (HSFT) is announcing the launch of The Elsie Project, an initiative to raise and donate funds for mental health awareness nationwide. The Elsie Project's first chapter will begin in New York City, supporting Vibrant Emotional Health (Vibrant), one of the nation's leading mental health organizations. HSFT has teamed up with eight renowned local New York City artists who have created their works on HSFT's best-selling Elsie Bag, which will be auctioned off through the Goodworld social impact platform. 100% of proceeds will be donated to Vibrant's programs providing support and services for mental health needs in New York City and across the country.

Artists featured by The Elsie Project will include Anna Zaia, Benny Cruz, Ben Katz, Bianca Romero, Liam Duppy, Erica Reiling and Lindsay Bardwil, as well as HSFT Founder and artist Stephanie Rado Taormina.

“The significance of The Elsie Project is about harnessing the group energy and creativity of individual artists to celebrate the concept of Having Some Fun. As a brand that focuses on mental wellness, positivity, sustainability, and community, I felt that working with other artists and using the Elsie Bag as a canvas would be a beautiful way to create something wonderful and fun as a representation of what our brand is all about.”

- Stephanie Rado Taormina, Founder of Have Some Fun Today

Whether depressed, thinking of suicide, feeling anxious after a disaster or needing emotional support for any other reason, help is available anytime and anywhere, thanks to Vibrant. Through more than 20 national and local call, text and chat hotlines – including the 988 Suicide & Crisis Lifeline, Disaster Distress Helpline, NYC Well and HERE2HELP CONNECT - Vibrant leverages decades of experience to continue developing new, innovative ways to provide mental health support for those in need.

“We are incredibly grateful to HSFT and The Elsie Project for this important partnership and generous donation,” said Kimberly Williams, President and CEO at Vibrant Emotional Health. “As the need for these critical services grows, we welcome innovative approaches like this so people who want help or those close to them know that there is a vast network of specialized care available. Vibrant is honored to be the first recipient of The Elsie Project initiative and is excited to see this campaign highlight the importance of mental health in New York and across the country.”

- Kimberly Williams, President and CEO of Vibrant Emotional Health

The Elsie Project will be celebrated with a special launch event on Thursday, June 1, from 6-9 pm at Spring Place in NYC.

A Note From Founder Stephanie Rado Taormina on The Elsie Project:

When I visualized a designer handbag for my brand, Have Some Fun Today, the name that came to me first was that of my grandmother Elsie. Elsie was the epitome of a chic and strong woman who was fiercely independent, and successful. - it seemed fitting to honor her legacy by naming this designer bag after her. After my first production on the bags, I discovered a flaw in the dying leather on the Nude Elsie Bag, so I pulled all the affected bags from the shelves, and they were sitting there collecting dust when I had the vision to hand paint the bags. One thought led to the next, and I came up with the idea of the Elsie Project.

About Have Some Fun Today

Have Some Fun Today (HSFT) is a lifestyle & fashion brand founded in 2014 by artist & interior designer Stephanie Rado Taormina. Guided by a singular goal to make the ordinary extraordinary, HSFT's apparel and accessories inspire customers to keep life playful, chic and fun.

Spotted on A-listers like Eva Longoria, Reese Witherspoon, Halle Berry and Olivia Wilde, HSFT is designed for wearers who live life to the max and seek joy in everything. By prioritizing the use of sustainable materials, fibers and packaging, HSFT leaves a positive impact on the planet as well as your closet. Have Some Fun Today is proud to partner and support both national and local mental health initiatives to further spread the joy of positivity in the community. Have Some Fun Today is a mainstay at luxury hotel boutiques around the world, including the Four Seasons, Mandarin Oriental, Baha Mar and the Fountainbleau.

www.havesomefuntoday.com

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About Vibrant Emotional Health

For 50 years, Vibrant Emotional Health has been at the forefront of promoting emotional well-being for all people. As leaders, advocates, educators, and innovators in mental health, we have been raising awareness and offering support to everyone who is struggling. We work every single day to help save lives and assist people to get care anytime, anywhere and in any way that works for them. We are unwavering in our belief that everyone can achieve emotional wellness with the right care and support. As part of our work, we administer the 988 Suicide & Crisis Lifeline, funded by SAMHSA, which provides 24/7, free, and confidential support for people in emotional distress across the United States. For more information, please visit www.vibrant.org. Follow Vibrant on [Twitter](#), [Facebook](#) and [Instagram](#).

Goodworld

Goodworld is an award-winning social impact platform for nonprofits, companies and change-makers. Named one of Fast Company's Most Innovative Companies, Goodworld powers impact through auctions, workplace giving, peer-to-peer fundraising and more to ignite moments of good in the everyday.

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