

FOR IMMEDIATE RELEASE:

PRIORITY BICYCLES AND ARTEZA PARTNER ON LIMITED EDITION BICYCLES IN SUPPORT OF SUICIDE PREVENTION MONTH AND VIBRANT EMOTIONAL HEALTH

Leading Bicycle and Art Supply Brands Unite to Activate Communities Around Suicide Prevention and Fundraise for 988 Lifeline Administrator

NEW YORK, NY (September 6, 2023) – NYC-based **Priority Bicycles** and Miami-based **Arteza** today announce their custom bicycle partnership in support of **Suicide Prevention Month** and **Vibrant Emotional Health**, one of the nation's leading mental health organizations and the non-profit administrator of the **988 Suicide & Crisis Lifeline**. The 988 Lifeline is a national network of over 210 local crisis centers that provides 24/7 emotional support to people in suicidal crisis or emotional distress via phone, text, and chat.

According to the Centers for Disease Control and Prevention (CDC), the overall number of deaths by suicide increased by 2.6% from 2021 to 2022, with nearly 50,000 Americans dying by suicide in 2022 alone. Suicide is the second leading cause of death for people ages 10-14 and 25-34. Research shows that 20%-25% of Americans have a diagnosable mental and/or substance use disorder in any given year, but only 40% are seeking treatment.

In recognizing the immense significance of mental and emotional wellness, Priority Bicycles and Arteza have joined forces to use their respective platforms to bring people together, raise awareness, and positively impact this important issue nationwide.

“When it comes to bicycles, whether you are riding alone or pedaling in a 30-person group, you are part of a larger community tuned in to physical and mental well-being,” says **Connor Swegle, Chief Marketing Officer at Priority Bicycles**. “Supporting our community is always important to us, and we see this collaboration with Arteza as a unique way to initiate an important dialogue around suicide prevention and mental health awareness at a meaningful scale that will positively impact Vibrant’s life-saving programs.”

Since launching in July of 2022, the **988 Suicide & Crisis Lifeline** has received nearly 5 million contacts and shortened wait times from over 2 minutes and 39 seconds to just 41 seconds. Calls answered increased by 46%, chats answered increased by 141%, and texts answered increased by 1,135% compared to the same period 2021-2022. The 988 Lifeline allows callers in crisis to access the resources they require without tapping other emergency services that may be unable to provide the assistance needed with critical timing. About 98% of people who call, chat, or text the 988 Lifeline receive the crisis support they need and do not require additional services at that time.

Throughout September, Priority Bicycles and Arteza are bringing their message of support and advocacy to the street (literally) via a limited edition, co-branded Priority Coast beach cruiser featuring an eye-catching gradient fade paint job and 988 Lifeline insignia on the seat tube.

“At Arteza, we believe in the power of art and creativity. To us, the intersection of our two brands signifies physical and mental well-being, with a rallying cry to get out and create,” says **Alison Nearpass, Chief Merchandising & Product Officer at Arteza**. “When designing the bicycle, it was important to reflect color, energy, and light and elicit the emotions that unite us. As a human-centric, human-first organization, we feel compelled to use our platform to raise awareness on the topics that affect our

community. Normalizing the conversation on mental health and raising awareness of suicide prevention is something we are proud to participate in.”

With 50 custom cruiser bicycles (\$679) available exclusively at PriorityBicycles.com, 100% of net proceeds will be donated to Vibrant Emotional Health to support the 988 Suicide & Crisis Lifeline.

“We are incredibly grateful for partners like Priority Bicycles and Arteza – innovative companies committed to the greater good and well-being of communities nationwide,” says **Kimberly Williams, President & Chief Executive Officer at Vibrant Emotional Health**. “Through this initiative with our wonderful partners, we aim to raise over \$10,000 to help us deliver emotional support when, where and how people need it the most. With every pedal of a Priority bicycle, we’re propelling the cause of suicide prevention forward. Together, we are building a future where emotional wellness is achievable for all.”

To learn more about this collaboration, please visit prioritybicycles.com or arteza.com. For life-saving crisis support and resources, please visit vibrant.org or 988lifeline.org. If you are in crisis and need help, please **call or text 988** or chat online at 988lifeline.org/chat.

About Priority Bicycles

Priority Bicycles is an independent New York-based brand dedicated to making cycling simple for recreational riders with bicycles and accessories that are easy to buy, ride, and maintain. Founded by industry veteran and former software CEO David Weiner, Priority launched as a socially funded company in 2014 with a goal of delivering high-quality, low maintenance bicycles, direct to consumer, backed by unmatched customer service. Since the launch, Priority has expanded to models for kids, commuters, and adventurers, become the largest distributor of belt drive bicycles in the country, and is now the market leader for custom-branded bicycles with fleet partnerships worldwide. For more information, visit prioritybicycles.com and follow [@ridepriority](https://www.instagram.com/ridepriority) on Instagram.

About Arteza

Arteza emerged onto the scene in 2016 and has since become one of the fastest-growing names in the industry. With an unwavering commitment to providing a vast selection of premium-yet-affordable art supplies, Arteza has reached millions of creators in over 120 countries, earning them recognition from Inc. Magazine as Best in Business and one of their Fastest Growing Companies. At Arteza, we believe art should be available to everyone. That’s why we make products for creators with every budget. We provide the tools—you steer the way. For more information, visit arteza.com and follow [@artezaofficial](https://www.instagram.com/artezaofficial) on Instagram.

About Vibrant Emotional Health

Vibrant Emotional Health is a non-profit organization that helps individuals and families achieve emotional wellbeing. For over 50 years, our groundbreaking solutions have delivered high-quality services and support when, where and how people need it. We offer confidential emotional support through our state-of-the-art contact center and crisis hotline services that use leading-edge telephone, text and web-based technologies, including the 988 Suicide & Crisis Lifeline, Disaster Distress Helpline, Veterans Crisis Line, and NFL Life Line. Through our community wellness programs, individuals and families obtain the support and skills they need to thrive. Our advocacy and education initiatives promote mental wellbeing as a social responsibility. We help nearly 5 million people live healthier and more vibrant lives each year. We're advancing access, dignity and respect for all and revolutionizing the system for good. Visit vibrant.org and follow Vibrant on Twitter, Facebook, and Instagram.

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