

NEW HIRES WILL MANAGE THE DAY-TO-DAY BUSINESS OF THE CHARITY INCLUDING #LEVELUPMENTALHEALTH AND TRAINING PROGRAMMES

London, September 30th 2020 – Videogames Mental Health Charity, Safe In Our World (www.safeinourworld.org), today announced the appointment of Rosie Taylor and Sarah Sorrell as Charity officers as the charity expands its activities and training programmes in support of the #LevelUpMentalHealth campaign.

With bespoke training created specifically for the videogames industry launching imminently, Rosie and Sarah will manage the roll-out of these courses and spearhead the charities' growth in the coming year, as it works with partners to implement and support mental health policies across the videogames development and publishing industry.

Leo Zullo, Chairperson, Safe In Our World said, "Hiring Rosie and Sarah is a massive step for the charity, made possible by the generosity of our partners in both development and publishing, as well as the community in its contributions to our cause." He continued, "as a charity, Rosie and Sarah will enable us to expand our reach, deliver critically needed training courses and support our partners, trustees and ambassadors through the #LevelUpMentalHealth campaign, and so much more we're working on for the coming 12 months. As we approach our first anniversary, we're more determined than ever to lay the foundations of positive change within the videogames industry."

Sarah joins with over 20 years' experience in fundraising, marketing, and communicating. Sarah has always been an advocate for mental wellbeing and has previously developed programmes tackling some of the issues young people face; driven by a desire to banish all stigma relating to mental health issues once and for all.

"I'm pleased to join Safe In Our World as such an important time, as it expands its outreach, training and support for our partners and the wider industry. Our players and creators deserve the support that has been lacking until recently, and I'm delighted to help move the charity forward." – Sarah Sorrell, Charity Officer, Safe In Our World

Rosie joins Safe in our World from St John Ambulance, having planned and executed a number of major events in London, facilitating the integration of volunteers into hospitals, and planning support for the NHS Nightingale Operation in London throughout the peak of the pandemic.

"I'm incredibly excited to be joining the charity at such a pivotal moment. Safe In Our World has exciting plans that I am thrilled to support and implement. Mental health challenges are as prevalent as ever, and I'm looking forward to seeing how we can continue to grow and influence the gaming industry to embrace these discussions and support everyone involved." – Rosie Taylor, Charity Officer, Safe In Our World

Both Rosie and Sarah join as the charity moves closer to celebrating its first anniversary, and will form a major part of ongoing and forthcoming initiatives.

To become a partner for #LevelUpMentalHealth, visit <https://safeinourworld.org/level-up/> and view the campaign launch video online: <https://youtu.be/pckVTthmVXc>

Safe In Our World is a registered charity in England and Wales no. 1183344 but its objectives and mission is global.

For more information, and to download press assets, please visit:

Safe In Our World <http://bit.ly/SafeMedia>

SOCIAL MEDIA:

twitter.com/safeinourworld

facebook.com/safeinourworld

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For press enquires please email press@safeinourworld.com.

ABOUT SAFE IN OUR WORLD

Safe In Our World is a registered charity in England and Wales no. 1183344. A team of seasoned gaming veterans passionate about mental health brainstormed for over two years over ways they could make a difference. Launched on World Mental Health Day on October 10th, 2019, its aims are to raise awareness of mental health issues within the video games industry, and to provide resources, signpost help, and to drive change for everyone connected with the industry, for developers, publishers and service providers, to content creators and players. Its initial mission is to create an online destination where people can seek help, gain access to resources and information, and discover stories from real people within and surrounding the games industry, with more detailed policies available via the website. Safe in Our World is a worldwide hub accessible for anyone in need.

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