

LEVEL UP.

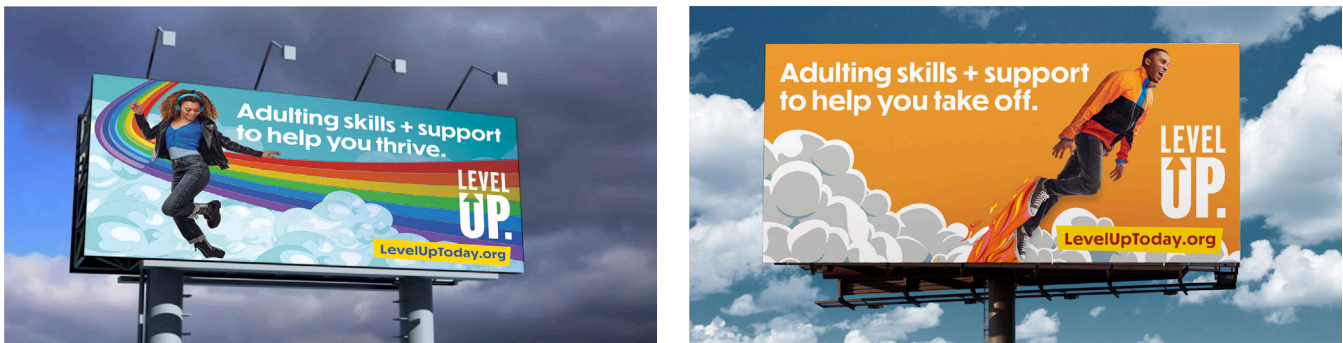
Adulting skills + support to help people thrive.



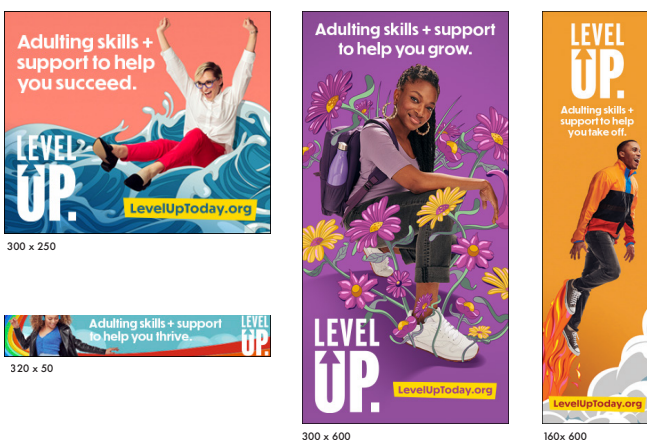
Broadcast



Out-of-Home



Digital



Level Up isn't just another social services program. Our goal is to improve access to treatment and support services for young adults who are living with a mental health issue.

We know everyone has different hopes, dreams and goals in life. And it's our job to put young adults in the best place to succeed, with free help from people who've been there. Giving them all a chance to level up.

The campaign features bright colors and a diverse group of Gen Z individuals to deliver an optimistic, uplifting message. Showcasing young people who've achieved greater independence and control of their future.

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