

## Morgan's Message, LuvThem Launch Apparel Campaign to Support Mental Health, Break the Stigma



**Dallas, Texas Feb 26, 2026 ([Issuewire.com](http://Issuewire.com)) - Morgan's Message, LuvThem Launch Apparel Campaign to Support Mental Health, Break the Stigma**

Morgan's Message and LuvThem today announced a new collaborative apparel campaign aimed at expanding mental health awareness and helping break the stigma surrounding emotional wellbeing in young adults.

This partnership brings together Morgan's Message's national advocacy and education efforts with LuvThem's mission-centered apparel platform to spark meaningful conversations around mental health. The campaign features a collection of co-branded apparel created to promote self-love, connection, and the importance of seeking support.

A portion of proceeds from every item sold will benefit Morgan's Message, supporting programs centered on mental health education, peer-to-peer advocacy, and community engagement. In addition, the collaboration will also help establish a dedicated fund designed to expand access to mental health resources for individuals in need, helping ensure that financial barriers never stand in the way of getting help.

"This campaign is about more than apparel — it's about visibility, courage, and hope," said Dona Rodgers, Co-Founder and President of Morgan's Message. "Every piece worn represents a

conversation started, a stigma challenged, and a young person reminded that their mental health matters. We want every individual struggling in silence to know they are seen, they are valued, and they are never alone.”

Through this campaign, Morgan’s Message and LuvThem aim to transform everyday apparel into a powerful symbol of compassion and action - turning awareness into impact and purchases into expanded access to support.

The collection will be available at [luvthem.com](http://luvthem.com) with proceeds supporting Morgan’s Message initiatives nationwide.

**About Morgan’s Message** - Morgan's Message is a global 501(c)(3) that strives to eliminate the stigma surrounding mental health within the student-athlete community and equalize the treatment of physical and mental health in athletics. Morgan's Message aims to expand the dialogue on mental health by normalizing conversations, empowering those who suffer in silence, and supporting those who feel alone. For more information, please visit [morgansmessage.org](http://morgansmessage.org).

### **About LuvThem**

LuvThem is a mission-centered apparel platform committed to building connection and promoting self-love through purpose-driven designs and partnerships. To shop the collaboration and support the cause, visit [luvthem.com](http://luvthem.com).



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