New Multi-Channel Support Service for Under 25s Launches as The Mix

Tuesday 8 March, 2016

YouthNet and Get Connected merge to become **The Mix.**

The new brand is being launched as a result of the recent merger between two of the UK's leading youth support charities YouthNet and Get Connected.

The Mix combines YouthNet's extensive digital reach and Get Connected's telephone helpline and counselling service. It offers multi-issue support with a particular focus on mental wellbeing and creating opportunities through volunteering.

The Mix aims to reach over 2 million young people by 2018, a quarter of the UK's population of 16-25 year olds (currently reaching 1.7million).

The Mix will:

- Provide a single, large scale, multi-channel service to support wellbeing and opportunity in young people through the technology of their choice.
- Take a holistic approach to both physical and emotional wellbeing
- Offer young people seeking help a single start point for their support journey that can also signpost to other relevant services in the sector and beyond.
- Provide a robust service that can be scaled up to meet a growing demand.
- Create flexible opportunities for young people as volunteers.

The Mix is led by Chief Executive Chris Martin. He is supported by a new trustee board drawn from both organisations with Luke Taylor, Global CEO of DigitasLBi, as Chair.

“Our new charity brand reflects the importance for us that young people remain at the heart of everything we do.” says Martin. “The Mix was created jointly with young people, our volunteers and staff. It reflects the blend of services we offer young people, delivered on their own terms and through the technology of their choice. Young people today face unprecedented challenges and there has been escalating demand for our services. The Mix will always be there for them providing help, information and support – 24/7 and 365 days per year, through phone, text, web, social and counselling.”

Mike (20), **The Mix** user and volunteer, says: “I think the new brand fits really nicely with the services they offer and the way they offer them. The Mix feels like somewhere I know I can go to for whatever support I need, from other young people or experts. I get to hear what others are going through and share my experiences to help support them as well.”

Our new brand will be fully rolled out across all services by summer 2016.

Ends

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Notes to editors:

The Mix (formerly YouthNet and Get Connected) offers multi-issue support to young people under 25. Reaching 1.7 million young people per year, we provide non-judgmental, informal support for any issue a young people may come up against.

The Mix is a free, confidential support service offering help through phone, text, web, social and counselling. The Mix connects young people to experts and their peers talking about everything from money to exam stress, from self-harm to depression, from break-ups to drugs.

Whatever issue a young person is facing, **The Mix** is always there for them, providing help, information and support - 24/7 and 365 days a year.

www.thesite.org

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