



FOR IMMEDIATE RELEASE

THE HI, HOW ARE YOU PROJECT ANNOUNCES UMI TO HEADLINE HI HOW ARE YOU DAY CONCERT & GLOBAL LIVE-STREAM ON JANUARY 22, 2023

New data from the upcoming Thriving College Students Index Report finds majority of college-aged students (81%) support their mental health through music

AUSTIN, TX (December 15, 2022) -- [Hi, How Are You Project](#) (HHAYP), announced today that neo-soul and R&B artist [UMI](#) will headline **Hi How Are You Day 2023** with support from Mexican-American singer, [DannyLux](#). The fifth annual event will take place January 22, 2023 at [Emo's Austin](#), with tickets available for purchase beginning **Friday, December 17**. All proceeds will benefit the *Hi, How Are You Project*, a nonprofit organization named after the late singer-songwriter and visual artist **Daniel Johnston** with the mission of promoting mental health awareness via thoughtful media, events and educational resources.

As an organization committed to mental health, HHAYP is in a unique position to help college-aged students thrive, learn and develop in a healthy and positive environment. In collaboration with [College Student Mental Wellness Advocacy Coalition](#), HHAYP will release its inaugural *Thriving College Students Index* on the day of the concert. Building on HHAYP's annual *College Student Fall Mental Wellness Survey* with longtime partner [American Campus Communities](#) (ACC), the *Thriving College Students Index* aims to better understand college-aged students and raise awareness around the importance and impact of mental wellness on this population. The survey of nearly 20,000 individuals was conducted in partnership with [Ipsos](#), a global leader in market research and will be available in January 2023.

“Through one of the largest surveys of its kind, we are learning that the vast majority (92%) of college-aged students view their mental health as an important component of their overall well-being. At the same time, we found listening to music (81%) and socializing (64%) were the activities they turn to the most for this support,” said Tom Gimbel, Co-Founder and Co-Executive Director of the Hi, How Are You Project. “This year’s show is more than an opportunity to enjoy amazing artists – It’s a chance to come together and share in the mission of the Hi, How Are You Project and the healing nature of music and togetherness.”

Singer **UMI** is pioneering a new range of sounds with roots in R&B and neo-soul, is an advocate for meditation and mental health, and is well known for her song "Remember Me," which has over 130 million streams on Spotify. 2022 Billboard Latin Music Award nominee Daniel Balderrama, known as **DannyLux**, is a California native that is reinventing traditional corridos

and *sierreño* through a Chicano rocker lens. Past HHAY Day performers include Grouplove, Cage the Elephant, The Flaming Lips, Tunde Adebimpe, Spoon, Yo La Tengo, The Black Angels, and more, many of whom collaborated with Johnston during his career.

“Awareness is just one step in removing the stigma around mental health and as a group of student housing communities from coast to coast, we are committed to helping college students break down any barriers so they can thrive personally and academically,” said Gina Cowart, Co-Founder of the College Student Mental Wellness Advocacy Coalition and American Campus Communities SVP. “Through the new *Thriving College Students Index* and ongoing Coalition work, we will develop industry wide peer-to-peer on-site training programs, connect residents to campus resources for mental health and wellness, and promote ways to manage stress and anxiety in college.”

Additional programming details and event information for HHAY Day 2023 will be announced in the coming weeks. For more information on the HHAY Project and HHAY Day 2023, please visit www.hihowareyou.org and follow along at [@hihowareyouproject](https://twitter.com/hihowareyouproject).

###

About Hi, How Are You Project

The Hi, How Are You Project (HHAYP) is an Austin, TX based 501c3 non-profit organization with the mission to remove the stigma around mental health, one conversation at a time. We aim to educate people worldwide about the importance of mental health and well-being while promoting a culture of inclusion. Their name and City of Austin and State of Texas proclaimed *Hi, How Are You Day* were inspired by Austin’s love for the iconic mural painted by the late, great songwriter and visual artist **Daniel Johnston**. On January 22nd (Johnston’s birthday), people everywhere are encouraged to check in on a neighbor, friend, co-worker, family member, or loved one and ask, “Hi, How Are You?” The Project, founded with the support of the Johnston family in 2018, creates thoughtful media, events and resources that encourage open and ongoing dialogue on mental well-being. Johnston was a world-renowned musician and visual artist despite his own struggles with mental illness. Find out more at www.hihowareyou.org

About American Campus Communities

American Campus Communities is the largest owner, manager and developer of high-quality student housing communities in the United States. Since 1993, ACC has provided a home to more than two million college students across the nation and currently serves approximately 140,700 residents. ACC aims to foster a culture of open dialogue and help break down the stigma associated with mental health issues among college students. To make a meaningful impact, ACC partners with the Hi, How Are You Project as a guiding tenet for the company’s Residence Life program, which offers student residents events and information on health, wellness and student success. Visit www.americancampus.com to learn more about how ACC creates spaces conducive to students’ academic and personal success.

About the College Student Mental Wellness Advocacy Coalition

Founded in 2022, the Coalition envisions a world where all young adults thrive thanks to the support of their residential communities that are dedicated to promoting and advocating for mental wellness to facilitate personal fulfillment and academic success. Composed of 24 college student residential housing companies across the United States, the Coalition is committed to better understanding residents, encouraging open dialogues and raising public awareness about the importance of mental wellness and its impact on students as they work to realize their full potential along their college journey and beyond. www.thrivingcollegestudents.org