

Two Mates Tackling The Mental Health Crisis In Australia With Help From Mazda

Mount Gravatt and Wippells Mazda have teamed up with Brisbane workwear brand TradeMutt and their not-for-profit; This Is A Conversations Starter (TIACS) to drive conversation about mental health by wrapping two BT-50's in one of TradeMutt's loud prints..

Since 2018, co-founders of TradeMutt and former tradies, Dan Allen and Ed Ross have been on a mission to reduce the rate of suicide and start conversations about mental health amongst tradies, truckies and blue-collar workers by creating colourful and vibrant workwear.

TradeMutt is also committed to providing a solution for those who are struggling with their mental health by removing barriers to assistance through their discreet and free text or call mental health support service, TIACS, which stands for This Is A Conversation Starter, a message embroidered on the back of every TradeMutt workshirt.

In just under a year the service has already provided over 2000 hours of free, professional mental health support and already employs 4 full-time psychologists, with no plans to slow down anytime soon.

When local, family-owned businesses Mount Gravatt Mazda and Wippells Mazda saw the impact the brand was making, they offered to come on board to help take the conversations on the road.

“Dan and Ed are such likeable characters and their shirts are almost as colourful as they are. They are both making positive waves in the community and what better way to strengthen their message than providing moving billboards in the shape of two Mazda XTR 4x4 BT-50's” - Julian Mason - Director, Mount Gravatt Mazda

TradeMutt, which already has a cult-like following in the industry and over 42,000 tradies across Australia wearing their conversation starting workwear were ecstatic with the idea and thought that a ute wrapped in their most popular print was a perfect way to reach tradies.

Samantha Bailey, Director of Bailey Print Group who supported the collaboration by overseeing the design, printing and wrapping of the utes couldn't agree more.

“Blokes and cars- it's a part of the Australian culture and something that they openly talk about. We were convinced that by partnering with Trademutt to wrap the BT50's in their eye catching design that we would help Ed and Dan make a real difference by creating an icebreaker for men to not only start a conversation about a car but help them open up about their mental health issues and emotions.

“We have learnt a lot from the boys working with them on this campaign and hope that the cars create real conversations that can help, save or change people and their lives.”

The teams at Mount Gravatt Mazda, Wippells Mazda and TradeMutt are hoping that this collaboration will not only act as a conversation starter on the roads around Brisbane but that it will serve as a reminder to everyone that sees the cars that TIACS is a safe environment for them to seek help.

Wippells Mazda Director, David Russell added,

“this collaboration is very special to everyone involved and something money doesn't buy”.

See the collaboration in action here

ENDS

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