



Press Release

Immediate Release

14 September 2026

Stoke-on-Trent Mental Health Hospital's World Suicide Prevention Day Fundraiser

Staff and individuals supported at a mental health hospital in Stoke-on-Trent have raised much-needed funds for a suicide prevention charity.

Located on Boathorse Road, [Cygnet Hospital Kidsgrove](#) provides acute care for women with mental health needs as well as a highly specialised personality disorder rehabilitation service.

In honour of World Suicide Prevention Day on 10 September, the Cygnet Health Care service hosted a fundraiser where staff dressed in yellow and green, raising £170 for Samaritans.

The charity works to prevent suicide by providing emotional support to individuals who are struggling to cope or are in distress.

Antonia Clarke, Activity Coordinator at Cygnet Hospital Kidsgrove, shared the success of the fundraiser.

She said: "Samaritans is an important charity that helps those struggling with suicidal thoughts and the money we raised can fund approximately 17 life-saving phone calls.

"Our fundraiser brought staff and service users together and it was an opportunity for creativity and connection."

As well as fundraising, service users were inspired to make a difference closer to home and spent time painting pebbles with positive words of affirmation.

Donned head to toe in yellow and green to raise awareness of World Suicide Prevention Day, the Cygnet Health Care service took to the local park to distribute the pebbles.

"Our pebbles were shared around the local community, spreading messages of hope and encouragement. All it would take is for someone to pick up one of the pebbles and remind themselves just how important they are," explained Antonia.

"Seeing the smile on our service users' faces during the walk definitely showcased how important World Suicide Prevention Day is."