



FOR IMMEDIATE RELEASE

SHREWSBURY, SHROPSHIRE

SHROPSHIRE RURAL SUPPORT LAUNCHES VITAL TEXT MESSAGING SERVICE IN PARTNERSHIP WITH SHOUT

Young Farmers seal the vote for 'Text SRS at 85258' Campaign, Launching at Shropshire County Show on 25th May

There is a whole generation of young people living and working in rural Shropshire who prefer to text than talking on their phones. To meet this new style of communication Shropshire Rural Support, in partnership with SHOUT, have launched **Text SRS at 85258** a 24/7/365 text messaging help line that connects callers with real people who are trained to support, using text messaging.

For over 30 years Shropshire Rural Support has been operating a 24/7/365 free helpline for farmers, their families, small rural businesses, and people living in rural Shropshire. While this continues to provide support and signposting at times of crisis, newer technology has been adopted by the younger generation. To meet this need Shropshire Rural Support has entered into a partnership with the Charity Mental Health Innovations which powers Shout.

To confirm the need for a text messaging service, Shropshire Rural Support, with the help of Young Farmers Club across Shropshire, carried out an online survey to obtain the views of their members. The overwhelming response was that Text Messaging was preferred to talking on the phone.

Andrew Bebb, Shropshire Rural Support chair, said

"Text SRS at 85258 is an exciting development, adding a second communication channel to our established free confidential telephone helpline service that will enable us to support hard to reach young people who are seeking independent and confidential support. Shropshire Rural Support is a self-funding charity and in recent years has received considerable financial support from Young Farmers Clubs across Shropshire. Launching this service is a tangible way to repay their generosity and provide a service that we know they will use."

Shout is the UK's first and only free, confidential, 24/7 text messaging service for anyone who is struggling to cope. They have taken more than two million

conversations with people who are sad, worried, lonely or suicidal and who need urgent, in-the-moment support.

Shropshire Rural Support will be at the Shropshire County Show at West Mid Showground on Saturday 25th May where representatives from the charity will be on hand with information and resources.

For more details go to www.shropshireruralsupport and www.giveusashout.org

Ends

NOTES FOR EDITORS

The Service will be going live on Monday 20th May, where support will be available by texting 'SRS' to the number 85258.

Contact details:

Further information and quotes can be requested from Andrew Bebb: 07811 779557, Alistair Thornley: 07880 781910 or by emailing jessica@buy-from.com

Shropshire Rural Support - www.shropshireruralsupport

Shout - www.giveusashout.org

Assets:

A pack of images and assets are downloadable at the below link:

<https://www.dropbox.com/scl/fo/zrv0ubh5c4qu6zp1irm1j/ABF2-WAqI1U-tnEcjS6Kmn8?rlkey=xwwd1pf4mvo2es7a5eaxflq4h&st=9fj7y97x&dl=0>