MEDIA RELEASE

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*Caption 1 (Farmall B): The Case IH team in Australia is proud of its partnership with* beyondblue*. From left: Bruce Healy, Gemma Butler-Fleming, Peter Elias, Aaron Petty, Tim Slater, Daniele Maggiolini.*

*Caption 2 (Rowtrac): The Case IH team in Australia is proud of its partnership with* beyondblue*.*

**Case IH partners with *beyondblue* to raise awareness of depression and anxiety**

Agricultural machinery giant, Case IH, and mental health organisation *beyondblue* have teamed up to raise awareness of depression and anxiety in farming communities.

Case IH has also pledged to donate at least $100,000 a year to the charity and is calling on its staff, dealers and customers to help raise money.

According to *beyondblue*, around three million Australians are living with depression or anxiety and farmers, in particular, experience high rates of stress and depression compared to the general population.

Case IH Australia Brand Director Bruce Healy said almost everyone working in the agriculture sector knows of someone who has experienced depression or anxiety.

“Farming is a tough business and while Australian farmers are known for their resilience, this doesn’t mean that people don’t feel the impact of a string of bad seasons, or even the stresses of everyday life,” he said.

“The pressure to suck it up and just keep going is probably part of the issue itself. The more we can encourage people to talk about their feelings and reach out for support, the more the community will benefit.”

Case IH will donate $50 from the sale of each new tractor, combine harvester, self-propelled sprayer, cane harvester and baler to *beyondblue*. The company is also encouraging its staff and dealers to take part in fundraising activities.

To help build awareness, stickers advertising the *beyondblue* advice line will be placed in all new Case IH agricultural machinery and *beyondblue*’s literature on depression and anxiety will be available at Case IH dealer outlets across the country.

Both organisations will continue to break down the stigma associated with depression and anxiety including by regularly posting on their respective social media sites.

“With so many people touched by depression, stress and anxiety, the team at Case IH Australia wanted to make a difference,” said Bruce, “and this is why we are proud to support *beyondblue* as our official charity partner.”

*beyondblue* CEO Kate Carnell AO said research showed than people in regional and rural areas are more at risk of suicide than those in metropolitan areas.

“Tragically, people in regional and rural areas must deal with factors such as social isolation, a lack of adequate mental health services and heightened stigma, which people in metropolitan areas usually do not face,” she said.

“These factors combine to leave people in country Australia at increased risk of conditions such as depression and anxiety and of suicide.

“That is why *beyondblue* is enormously grateful for Case IH’s incredibly generous pledge and its commitment to help tackle depression and anxiety in regional communities.”

If you or someone you know needs support, learn how to tackle the problem by calling the *beyondblue* support line on 1300 224 636 or visiting beyondblue.org.au

To help Case IH raise funds for *beyondblue*, visit give.everydayhero.com/au/CaseIHAustralia or find Case IH Australia on Facebook and follow the link.

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Drawing on more than 170 years of heritage and experience in the agriculture industry, Case IH provides powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support required to be productive in the 21st century. More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com).

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