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Singer-Songwriter Em Beihold Named Active Minds Ambassador

Artist and outspoken mental health advocate amplifies and normalizes discussions around mental health

WASHINGTON – Today, [Active Minds](#) announced that singer-songwriter [Em Beihold](#) is the organization's newest ambassador, using her platform to continue speaking up about mental health and how young people can support one another.

Beihold, the artist behind the hit “Numb Little Bug,” is an outspoken mental health advocate who channels her own experiences with mental health challenges into her music. Active Minds, the largest youth mental health nonprofit in the U.S., has partnered with Beihold in the past, and the organization's annual mental health conference in 2023 featured a performance by the artist.

“I create music to connect with people and to paint relatable scenes where people can fill in the blanks themselves,” **said Beihold**. “When I meet my fans, they often tell me that they sought out therapy because they realize we're feeling similar things. My biggest hope is that people will hear my music and feel less alone. That's the lasting contribution I want to make.”

Beihold's music is timely, as is her mission. A [recent survey](#) of U.S. college and university students found that nearly two-thirds (64.7%) of college students report they feel lonely, and the majority (51.7%) of college students are concerned about their friends' mental health. Active Minds aims to broaden the conversation about mental health and create lasting change in the way mental health is discussed, cared for, and valued, to ensure that no one struggles alone.

“Building connection, empathy and an understanding of shared concern is how we transform isolation into community and loneliness into belonging,” said **Alison Malmon, Founder & Executive Director of Active Minds**. “Em is a force to be reckoned with and an outspoken advocate for building connections and promoting honest conversations about mental health. We are thrilled to have her join us in our mission to prioritize safe mental health education.”

To be connected with founder and Executive Director of Active Minds Alison Malmon, please contact Romelo Wilson at 202-714-4178 or rwilson@westendstrategy.com. To be connected with Em Beihold, singer-songwriter and Active Minds Ambassador, please contact Liv Lange at 818-599-0628 or Liv@sotadtla.com.

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About Active Minds

Active Minds is a leading non-profit organization dedicated to promoting mental health awareness and providing resources for mental health support, with an emphasis on mobilizing youth and young adults. With a mission to reduce stigma and encourage open conversations, Active Minds is a pivotal force in fostering a supportive mental health community. To learn more, visit www.activeminds.org.

About Em Beihold

Via music, Em Beihold converses and connects much like your closest friend would. She isn't afraid to be blunt, disclose her insecurities, or laugh unexpectedly, yet she's got nothing but love. It's why she's quietly emerged as an identifiable and inimitable platinum-certified pop songstress with north of 1 billion streams and widespread critical acclaim. She's the girl on the red carpet with the \$10 coat (who will proudly tell anyone who asks!) and who sends her hair stylist a picture of Jessica Rabbit as inspo for a late-night TV appearance (this particular instance went nuts on TikTok!). The Los Angeles native climbed into the pop culture conversation with the 2022 platinum smash "Numb Little Bug." It has generated over 500 million global streams in addition to cracking the Top 20 of the Billboard Hot 100 and lifting Em to #1 on the Billboard Emerging Artists Chart. She only accelerated her rise with the Egg In The Backseat EP, making her late-night television debut on The Tonight Show Starring Jimmy Fallon. She incited the applause of The New York Times, Stereogum, Teen Vogue, V Magazine, and Variety who hailed, "Beihold is very much part of the new guard." She lent her voice to a duet version of Stephen Sanchez's "Until I Found You," which exploded to the tune of over 230 million Spotify streams. Moreover, they lit up The Late Late Show with James Corden together during a smoldering performance. Yet, she opens up even more on a series of 2023 singles for Moon Projects/Republic Records.