

FOR IMMEDIATE RELEASE
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MEDIA CONTACT

Dante Worth; dante@activeminds.org; 585-709-7754

Rita M. Barksdale Joins Active Minds Board of Directors

WASHINGTON – Today, [Active Minds](#) announced that [Rita M. Barksdale](#), health and well-being advocate and Amazon Director, is the organization’s newest board member.

“I feel privileged to share my time and expertise with an organization that is directly supporting the mental well-being of our nation’s youth,” said Barksdale. “Active Minds is helping build a world in which our young adults do not have to suffer in silence, and instead feel empowered to talk about their mental health.”

Barksdale brings her professional and personal experiences to her new role on Active Minds’ Board of Directors. Barksdale joined Amazon in November 2020 and has progressed consistently expanding her scope each year to now the Director for US Deals, Amazon Renewed, Home Entertainment, Video Games, and CE Marketing. Prior to Amazon, she had a vibrant career with General Electric, starting on the Technical Sales Leadership Program and progressing through outside sales and general management leadership positions.

“Rita is a talented and driven leader, and we are thrilled to work with her through her collaboration on our Board of Directors,” said **Alison Malmon, Founder & Executive Director of Active Minds**. “Her longtime commitment to community and building shared connections is a promise to our nation’s youth: You are not alone. Together, we can transform isolation into community and loneliness into belonging.”

To be connected with founder and Executive Director of Active Minds Alison Malmon, please contact Dante Worth at 585-709-7754 or dante@activeminds.org.

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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 and/or to donate to Barksdale’s page at <https://support.activeminds.org/fundraiser/5408527>