



Family Support Foundation
for
MENTAL ILLNESS

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**Cellular One and The Family Support Foundation for Mental Illness to Host Event Benefitting
NAMI-Montana and The Meghann Eckerdt Family**

Billings, MT – October 2008 – Mental illness is a disease that does not discriminate based on age, race, religion or income. Defined as a medical condition that disrupts a person’s thinking, feeling, mood, ability to relate to others and daily functioning, mental illness affects one in four adults in America. Although treatable, less than one-third of adults and half of children with a diagnosable mental disorder receive any mental health services in a given year. Cellular One, in conjunction with the Family Support Foundation for Mental Illness, has chosen to support through fundraising and awareness the Montana chapter of the National Alliance on Mental Illness (NAMI) and the Meghann Eckerdt Family.

NAMI is a grassroots organization created to assist people with mental illness and their families. They work to provide support, education, and advocacy to those suffering with a mental illness.

“Cellular One is committed to making a difference in our community. Mental illness and the terrible suffering it causes, particularly for young people, is an issue that rarely gets the attention or the support it deserves,” stated Jonathan Foxman, President and CEO of Cellular One and Executive Director of The Family Support Foundation for Mental Illness. “We will help those suffering from mental illness and their families feel a little less alone, a little less invisible, a little less like no one understands and no one cares.”

Cellular One, a leading provider in wireless communications offering service in Montana, Oklahoma and Texas, has chosen to support the Montana chapter of the National Alliance on Mental Illness and the Meghann Eckerdt Family with three major initiatives. These include fundraising and awareness, in addition to, lobbying to achieve true “parity” in health insurance coverage. The first step in achieving this goal will be to host an event, “Santa’s Workshop”, on Sunday, November 16th, 2008 from 1:00p.m. to 4:00p.m. at the Holiday Inn Grand in Billings, Montana. The event will feature a live performance by Nashville Stars 2007 finalist, Dustin Wilkes. Attendees can start their holiday shopping with booths offering items such as purses and jewelry starting as low as \$10. There will also be a silent auction for popular items including a signed copy of Taylor Swift’s new Holiday CD, an autographed racing jacket by Richard Petty, a Gucci bag and more. A live auction with an original John Mendoza painting will also be held with the ability to purchase limited edition signed prints of the painting.

“There is such a stigma on mental illness. People tend to think that a person who has mental illness is incapable of functioning, of living a normal life. Through this fundraiser, I truly hope to begin erasing this stigma, so that people can obtain a better understanding,” stated Meghann Eckerdt, a college student at MSU-Billings. “I am so fortunate to have an incredible support system. I hope this fundraiser will allow others struggling with mental illness to realize that support truly is all around them.

Tickets for the event are \$20 a person and may be purchased at any Cellular One authorized retail location, by visiting CellOneNation.com or by calling 406-252-6264. Local sponsors of the event include KCTR 102.9 FM, Holiday Inn Grand Montana, Fox 4 Billings; KSVI in Billings; Bresnan Communications, and the Billings Gazette.

About The Family Support Foundation for Mental Illness

The mission of the Family Support Foundation for Mental Illness is to increase awareness and understanding of mental illness issues, to support legislation benefitting those suffering from mental illness and their families, to help cover unreimbursed mental health care expenses for qualifying families, and to support other non-profit organizations that have been strong and effective leaders on issues consistent with the Foundation's mission. For more information on the Family Support Foundation for

Mental Illness, visit us online at www.fsfmi.org. For companies interested in helping the Family Support Foundation for Mental Illness make a difference, please contact Jonathan Foxman at 610-535-6901.

About Cellular One

Cellular One provides nationwide wireless voice and data services to customers in Montana, Wyoming, Oklahoma and Texas. Cellular One is recognized for the quality of its state-of-the-art GSM network and for an exceptional team that is committed to the company's mission of delivering 'knock-your-socks-off' service. For more information on Cellular One, call 1-877-424-4666 or visit us online at www.cellonenation.com.