



20 YEARS OF HOPE. ONE POWERFUL WALK! MHA LAKESHORE HOSTS 20th ANNIVERSARY THERE IS HOPE WALK FOR SUICIDE AWARENESS + PREVENTION

Therapeutic Wellness Walk + Gathering Tributes Family That Hosted Inaugural Walk More Than Two Decades Ago - The Luecke Family of Sheboygan

Plymouth, Wis. Honor. Heal. Connect. Mental Health Awareness hosts 20th annual **There Is HOPE Walk** for suicide awareness and prevention in honor of ALL families that have been affected by suicide. The milestone event will tribute the Luecke family of Sheboygan who first hosted the inaugural walk 25 years ago.

Doug and Kristi Luecke experienced an unimaginable tragedy in March 2000. The family lost their son Nic to suicide. In their heartbreak, they planted a seed of healing and remembrance with the There Is HOPE Walk. What began as a family's tribute has since grown into a powerful movement of compassion, connection, and resilience.

Since 2005, the Luecke family entrusted the walk to MHA Lakeshore which has become the organization's largest community event—advancing the organization's mission to promote mental health through education, support, advocacy, and public health reform.

“Join us for this special 20th anniversary of the There Is HOPE Walk and be part of a legacy that continues to uplift and empower our community one step at a time,” said Julie Preder, executive director of MHA Lakeshore. “It is also an opportunity for those who face mental health struggles to support one another and feel support from our community.”

The graphic features a circular inset on the left showing a group of people at a walk, with one person holding a sign that says "You are not alone". The main text is centered and reads: "Mental Health America Lakeshore Presents" in orange, followed by "THERE IS HOPE" in large blue letters, "20TH ANNIVERSARY" in smaller blue letters, and "Suicide Awareness & Prevention Walk" in blue. Below this is the tagline "Honor. Heal. Connect." in orange. The date and location are listed as "SATURDAY, SEPTEMBER 13" and "DELAND PARK, SHEBOYGAN" in blue, with the time "8:30 AM - 12:00 PM" in blue. At the bottom, there is a row of people wearing white t-shirts with "SUICIDE PREVENTION" and "20TH ANNIVERSARY WALK" printed on them. The website "MHALakeshore.org" is prominently displayed in large blue letters. The "2025 There is HOPE" logo is in the bottom right corner.

Mental Health America Lakeshore Presents

THERE IS HOPE

20TH ANNIVERSARY

Suicide Awareness & Prevention Walk

Honor. Heal. Connect.

SATURDAY, SEPTEMBER 13
DELAND PARK, SHEBOYGAN
8:30 AM - 12:00 PM

MHALakeshore.org

2025 there is HOPE
Annual Suicide Awareness & Prevention Walk

Event: There Is HOPE Walk

Date: Saturday, September 13

Location: Deland Park and Sheboygan's Lakeshore, Sheboygan

Time: 8:30am-Noon

Schedule:

8:30am Registration

9:30am Opening ceremony

10am Walk options: 1-mile, 2-mile, or 3-mile routes along Lake Michigan (or virtual)

10am-Noon Food, raffle and community sharing

11:30am Raffle drawing

Registration:

<https://mhalakeshore.networkforgood.com/events/87850-20th-anniversary-there-is-hope-suicide-awareness-walk>

"This is a vital cause and a meaningful event for our community. Together, we can walk towards hope." said Sandy Leske, director of advancement of MHA Lakeshore. "It is a show of strength for survivors, supporters, and anyone who has ever felt unseen, a beacon of hope for those still fighting silent battles and a space for healing for families navigating life after loss."

The event raises awareness and helps raise funds needed for MHA Lakeshore to continue suicide awareness/prevention efforts and continue providing and improving the information and resources for the community. MHA Lakeshore has set an event goal of \$70,000 to help fund these programs and offerings. There are a variety of sponsorship opportunities available and they organization is accepting raffle prize donations to help raise funds:

<https://mhalakeshore.org/wp-content/uploads/2025/06/2025-TIH-Donor-Form.pdf>

Thank you to current event sponsors Main event: Acuity, Aurora Health Care, Hexion Inc., Ebenezer United Church of Christ, Curt G. Joa Inc., UAW 833, Wenig Funeral Home, Studio Gear, and Wisconsin Advisors.

Keynote speakers will offer powerful voices for those impacted by suicide by honoring loss, sharing the realities of suicide attempts, and inspiring hope and healing for those choosing to continue their journey of recovery and life. The 2025 There Is HOPE keynote speakers from the Sheboygan County community are Doug and Kristi Luecke, Megan Goetsch, Kristie Hass Splivalo, and MHA Lakeshore Board Member Mark Kesler and wife Liz Kesler.

"We walk to honor the lives we've lost to suicide, and for the ones still with us—those struggling, surviving, and seeking support, and for the empty chairs, the quiet rooms, and the hearts that carry love beyond words," said Preder. "We walk to remind the world: It's okay to not be okay—and asking for help is a courageous act."

ABOUT MENTAL HEALTH AMERICA LAKESHORE

Mental Health America Lakeshore (MHA Lakeshore) is a nonprofit mental health agency serving our community since 1953 providing mental health education, resources, and referrals to workplaces, schools and the community. The mission is to promote overall mental health through education, support, public health reform, resources, and advocacy. Our vision is to create mentally healthy communities where all individuals thrive.

Website: <https://mhalakeshore.org>

Phone: 920-458-3951 (non-emergency line)

Address: 410 S. Milwaukee St., Plymouth, WI 53073

Facebook: <https://www.facebook.com/MHA.Lakeshore/>

Instagram: <https://www.instagram.com/mha.lakeshore/>

Twitter X: <https://twitter.com/MHALakeshore>

LinkedIn: <https://www.linkedin.com/company/mental-health-america-lakeshore/>

ABOUT MENTAL HEALTH AMERICA LAKESHORE EXECUTIVE DIRECTOR JULIE PREDER

Julie Preder has been the executive director of MHA Lakeshore since November 2018. She is a public speaker with a strong background in nonprofit organizations, capacity building, crisis intervention, nonprofit management, and leadership development. She holds a degree in Community Health Education from City University of New York-Hunter College and is certified in Field Traumatology, Bereavement Support, Meditation Teaching, Reiki, and Sound Healing.

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SOCIAL MEDIA:

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Instagram | [mha.lakeshore](https://www.instagram.com/mha.lakeshore/)

Twitter | [MHALakeshore](https://twitter.com/MHALakeshore)

LinkedIn | [mental-health-america-lakeshore](https://www.linkedin.com/company/mental-health-america-lakeshore/)

LINK:

<https://mhalakeshore.networkforgood.com/events/87850-20th-anniversary-there-is-hope-suicide-awareness-walk>

PHOTOS:

<https://www.dropbox.com/scl/fo/ifi1spfc3xrnqiu615/AEVH2XaF8G-MC907ZpvmMWE?rlkey=3k3uf2fci6kmphz2djs0ygee&st=wxklejge&dl=0>

PRESS RELEASE:

<https://docs.google.com/document/d/1iQFHAJNe5DPUv42loZUCzPV6JnfHEzPmeypBAGVX9TI/edit?tab=t.0>

CONTACT

For more information, photos and to schedule interviews, contact:

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Julie Preder, Executive Director of Mental Health America Lakeshore at julie@mhasheboygan.org or 920.458.3951 ext. 1003