

FOR IMMEDIATE RELEASE

New Campaign “Excellence Without Burnout” Launches to Address Mental Health at HBCUs

Durham, N.C., April 21, 2026 — *The Price of Excellence*, a student-focused organization, is launching a new initiative titled *Excellence Without Burnout* across historically Black colleges and universities (HBCUs) to address the growing need for accessible mental health resources and reduce stigma surrounding mental health conversations.

As mental health concerns among college students continue to rise, many HBCUs face limited funding and understaffed counseling centers, resulting in long wait times and reduced access to care. These challenges have left many students experiencing stress, anxiety, and depression without the support they need.

The campaign aims to create safe, inclusive spaces where students can openly discuss their mental health while connecting to available resources. Through a combination of in-person engagement and digital outreach, the initiative seeks to increase awareness, encourage help seeking behaviors, and foster a more supportive campus environment.

“This campaign is about reminding students that taking care of their mental health is a key part of their success,” said Deja Perry, campaign representative. “Excellence should not come at the cost of well-being.”

The initiative will roll out across HBCUs in states including North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Virginia, and Pennsylvania, with activations at institutions such as North Carolina Central University, North Carolina A&T State University, Spelman College, Morehouse College, Florida A&M University, and Hampton University.

Recent data highlights the urgency of addressing mental health among Black college students. Since the COVID-19 pandemic, mental health concerns have significantly increased, with studies showing a 45% rise in depression and a 170% increase in anxiety between 2013 and 2021. Additionally, HBCU students report slightly higher rates of suicidal ideation compared to students at predominantly white institutions.

All campaign programming will prioritize student privacy and emotional safety and will be conducted in partnership with campus counseling and health services to ensure accurate, supportive messaging.

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About The Price of Excellence:

The Price of Excellence is a student-focused initiative designed to increase awareness, improve access to mental health resources, and create supportive communities across HBCUs. By combining peer engagement, campus partnerships, and social media outreach, the campaign works to reduce stigma and empower students to prioritize their well-being.

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