

News Release
Mental Illness Recovery Center, Inc. (MIRCI)
3908 Rosewood Drive, Columbia, SC 29240

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For Immediate Release

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Blue Cross/Blue Shield of South Carolina
makes major sponsorship donation for
“Lighting the Way: Mental Health in South Carolina”

Columbia, SC – With a donation of \$100,000, Blue Cross/Blue Shield of South Carolina has taken a leadership role in providing a lifeline to those in recovery from mental illness and the homeless of our community. The contribution, directed to the Mental Illness Recovery Center, Inc. (MIRCI), will be used to provide counseling, housing, financial management, and other services to those struggling to overcome challenges most have never faced. The anticipation of a new year with the sense of fresh starts is a particularly meaningful approach in recognizing those less fortunate in our midst.

“We are grateful for the opportunity to help MIRCI in its mission to serve those in need. MIRCI is one of the best run, most efficient, and most vital organizations in the Midlands,” said Donna Thorne, Blue Cross Chief Public Relations Officer.

As a part of its mission, MIRCI is also the lead agency in “***Lighting the Way: Mental Health in South Carolina.***” This project, to culminate in the spring of 2007, will honor the 185-year history of the South Carolina State Hospital (“Bull Street”) property before it is sold for development

Plans include a symposium to be held on May 5th to honor the past, present and future of mental health in South Carolina. The day’s activities will include well-known speakers, an art exhibit, and tours of the South Carolina State Hospital property conducted by knowledgeable guides. An evening reception, silent auction, and sale of related memorabilia will fund the educational programs. Activities will be open to the public

As this historic property known as a haven for seven generations of South Carolinians dealing with mental illness comes to its end, this may be the last occasion to honor the lives touched by these special grounds. MIRCI is coordinating activities for this project, and all proceeds beyond the cost of the events will support the housing and homeless services provided by MIRCI.