



FOR IMMEDIATE RELEASE

Headline: Be Free Campaign launches drop-in sessions for children and young people affected by the Liverpool FC Parade events

Be Free Campaign, a leading young people's mental health charity, has launched a dedicated mental health support offer for children and young people affected by the distressing events that occurred during and after the recent Liverpool FC Parade.

What support can I find here?

We are providing group **90-minute mental health and wellbeing support sessions** for children and young people who have been impacted by the incident, either directly or through what they have seen online. These sessions will be delivered by our trained youth-workers and are designed to offer a safe space to process distress, anxiety, and fear in a supportive environment.

This is an **initial support offer**, not a replacement for ongoing clinical care. If a young person requires further help, our team may offer a small number of follow-up interventions, including counselling. Where appropriate, we will also guide individuals towards other relevant local or national services to ensure timely, tailored support.

Who is this support for?

This offer is open to children and young people up to the age of 25 who have been affected by the recent Liverpool FC Parade events. This includes those who witnessed the events in person and those affected by seeing related videos or images circulating online.

Participants can self-refer to access support. Young people under the age of 16 will need parental or guardian consent to take part.

We are a small charity and are prioritising support for those most directly affected. Sessions are intended as early intervention support and are particularly suited to those not already receiving care. If a young person is currently accessing, or on a waiting list for, NHS or other mental health services, these sessions are not intended to replace that care.

How to access support

Sessions will be held both online and in-person at accessible community venues across Liverpool. People are urged to get in touch with the charity through email (hello@befreecampaign.org) or via social media.

Dr. Shantanu Kundu, Chief Executive Officer, said:

"In moments of public trauma, it is often young people who carry the emotional weight in silence. We want them to know they are seen, heard, and supported. This offer is about creating safe space, especially for those who may not yet have the words to describe how they feel. No one should be left to process fear or distress alone.

Social media means that it is harder than ever for people to switch off and therefore means that traumatic incidents can meet you at home. We want to be there when that happens."

Context on Be Free Campaign:

Be Free Campaign (Registered Charity No. 1189704) is a youth-led mental health charity that provides preventative support to children and young people across Merseyside and the wider UK. The organisation focuses on early intervention, mental health education, and culturally competent care, with particular emphasis on supporting communities that face systemic barriers to accessing mental health services.

Through work in schools, community settings, and online platforms, Be Free Campaign equips young people with the tools to understand and manage their mental wellbeing. Its programmes are shaped by lived experience, underpinned by evidence-based practice, and driven by a commitment to reduce stigma and promote emotional resilience. The charity believes that every young person deserves timely, inclusive, and effective mental health support.

For all press enquiries, please email info@befreecampaign.org or call 0333 880 2998