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## Reno Commits to Hope, Becoming the First Ever Hopeful City to Help Create, Maintain, and Grow Hope Citywide, Powered by iFred

ACCESS Newswire

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### ***\*\*Virtual\*\* Media Availability:***

***What: Hopeful Cities***

***When: Monday, December 28, 2020 at 11 a.m. PST / 2 p.m. EST***

***Who: Reno Mayor Hillary Schieve, iFred Founder Kathryn Goetzke, and Dr. Myron Belfer***

***Media RSVP: [pia@capedcreative.com](mailto:pia@capedcreative.com) (to receive the Zoom Meeting Registration link)***

**RENO, NV / ACCESSWIRE / December 28, 2020 /** The International Foundation of Research and Education (iFred), today introduces [Hopeful Cities](#), with Reno, Nevada becoming the first city to partner with iFred by committing to making mental health a priority and becoming the first ever Hopeful City in the world.



Hopeful Cities is a new initiative developed by iFred that incorporates years of research on what it takes to create, maintain, and grow hope. iFred started with the development of the [Hopeful Minds](#) curriculum, the only free global program aimed at teaching hope as a skill to youth around the world. It has been used extensively, with the BBC covering it in a documentary, "Teens on the Edge."

"The consequences of the COVID-19 pandemic sent the world and Reno into a spiral of hopelessness, the primary symptom of depression and anxiety," says Hillary Schieve, Reno Mayor. "The physical isolation triggered many complications, including depressive symptoms, anxiety, stress, sleep disorders, and emotional disturbance. The job and home losses are also adding to the dire circumstances of many, and it is critical we use hope as a strategy, and the related skills, to combat the many challenges we face."



Hopeful Cities aims to operationalize the work of Hope in Reno through a Workplace Campaign with the 5 Keys to Hope, a new [30-Day Global Hope Challenge](#) for teens and adults, the Hopeful Minds curriculum in the Washoe County School District and Boys and Girls Club, and billboards, yard signs, and PSAs around the city about the power of Hope and where to go for support. All program materials are free for [download at Hopeful Cities](#), and iFred aims to encourage all to share and spread.

"We've got to stop just talking about hope as a wish, as it is much more, and there is a robust scientific field in hope," says Kathryn Goetzke, Founder of iFred, Creator of Hopeful Minds, Author of The Biggest Little Book About Hope and host of The Hope Matrix. Hopelessness is both a feeling of despair and a sense of helplessness, so we aim to teach individuals the 'how to'

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