



## Press Release

FOR IMMEDIATE RELEASE

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### First-Ever National Conference Brings Hope Squad Advisors Together in Texas

**June 10, 2025** – *Frisco, Texas* – It was a tremendous turnout at the first-ever Hope Squad National Advisor Conference where 83 Advisors, who are typically school counselors, teachers, and administrators passionate about mental health, traveled from schools around the country to meet face-to-face.

With the theme “Together We Thrive,” the event celebrated the power of unity, and provided a unique opportunity for Hope Squad Advisors and staff to build deeper connections in person. One attendee traveled all the way from Ghana, emphasizing the powerful work Hope Squad is doing across the nation and the world.

To kick off the event, [Emma Benoit Hebert](#), an Ambassador of Hope Squad, a suicide attempt survivor and mental health advocate, gave a virtual speech to encourage Advisors. Keynote Speakers Dr. Scot Poland, Professor and Director of Suicide & Violence Prevention Office at Nova Southeastern University in Florida, and Dr. Natalie Fikac, CEO of Wellness First Consulting, shared their personal stories of hope and significant ways to expand mental wellness in schools.

Additionally, Advisors attended 14 different breakout sessions presented by mental health experts and professionals on topics such as the power of connection, hope from a student perspective, Gatekeeper Training, how to find funders and even what Hope Squad looks like from the lens of a Superintendent.

Local Superintendent Dr. Holly Ferguson from Prosper Independent School District told a roomful of Advisors, “Hope Squads have transformed [Prosper ISD’s] approach to student mental health and suicide prevention. By empowering students to recognize warning signs and connect peers to help, we’ve created a safer, more supportive environment for all. Our school culture has been forever changed for the better. Our commitment to this program reflects our district’s core values of compassion, connection, and care for the whole child.”

The goal of the event was to create a space for all attendees to learn, connect, and recharge before the 2025-2026 school year, which was exceeded. Hope Squad is grateful to everyone who made it possible including our advisors who traveled from far and wide, all our gifted speakers, and our generous vendors [Wellness First Consulting](#) and [Charlie Health](#). For photos of the entire event and video interviews with National Council student presenters, please click [HERE](#).

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#### ABOUT HOPE SQUAD

Hope Squad is a peer-to-peer suicide prevention program with a purpose of fostering human connection, community, and hope. Thousands of schools across the United States and Canada benefit from Hope Squads, with more than 1,250,000 students positively impacted annually. Over 98% of school administrators agree that the programming promotes a positive school climate for their students. Share the hope and save a life at [www.HopeSquad.com](http://www.HopeSquad.com).