

PRESS RELEASE

Deepika Padukone receives the 2020 Crystal Award in Davos for her leadership in raising mental health awareness

Davos, 20 January 2020: Deepika Padukone, Actor and Founder, The Live Love Laugh Foundation (TLLLF), was honored with the 26th Annual Crystal Award at the opening session of the World Economic Forum's 2020 Annual Meeting that took place last night in Davos.

The Crystal Award instituted by the World Economic Forum celebrates the achievements of artists and cultural figures whose leadership inspires inclusive and sustainable change.

The other Crystal Award winners this year are artists Theaster Gates (US) and Lynette Wallworth (Australia) and choreographer Jin Xing (China).

Presenting the award, Hilde Schwab, Chairperson and Co-Founder, Schwab Foundation for Social Entrepreneurship, World Economic Forum noted that Deepika had shown immense courage when she spoke out publicly in 2015 about her depression, and in the process had contributed significantly to lifting the stigma around mental health in India.

"\$1 trillion dollars is the estimated impact caused by anxiety and depression on the global economy. It is important to understand that anxiety and depression are like any other illness and are treatable. However, in my experience acceptance is the first step," said Deepika Padukone, speaking at the award ceremony.

"As key stakeholders in shaping the global mental health narrative prioritizing mental health in the workplace and various other communities; integrating mental health curriculum in educational institutions; providing accessibility to affordable mental health care; and; enhancing funding for mental health are some of the focus areas that we believe are the need of the hour," she added.

Tomorrow, 21 January 2020, the World Economic Forum will host a one-on-one session with Deepika Padukone and Dr Tedros Adhanom Ghebreyesus, Director General of WHO at 14:45 CET (Central European Time) / 19:15 IST) at which they will share insights and experience on tackling the stigma surrounding mental illness.