**PRESS RELEASE**

Brick + Mortar

[213 E Hughitt St, Iron Mountain, MI 49801](https://www.google.com/search?q=brick+and+mortar+iron+mountain&rlz=1C1GCEA_enUS952US952&oq=brick+and+mortar+iron+mountain&aqs=chrome..69i57j69i60l3.4964j0j7&sourceid=chrome&ie=UTF-8#)

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**FOR IMMEDIATE RELEASE** (12/XX/2022)

## **Local, Small Business Raises Awareness for Mental Health** *Brick + Mortar sells merchandise fundraising for the Great Lakes Recovery Center.*

IRON MOUNTAIN, MI – Mike Pearson, Owner of local retailer Brick + Mortar, unexpectedly lost his lifelong friend David Furno in October of 2022 after his long battle with mental illness. Pearson, not one to sit idly by, developed a custom icon featuring the online gaming tag of his late friend. The “D13” icon is in remembrance of David, as well as, an effort to increase awareness of mental health. Brick+Mortar has D13 merchandise for sale including shirts for $26 and stickers priced from $5 to $10.

“Everyone is fighting their own battle. Taking the time to show some kindness or a little love may get someone through their battle that day. We are not alone in this!” Pearson shared.

All the proceeds will go to the Great Lakes Recovery Center (GLRC) which aims to empower recovery through hope and change, by providing a variety of behavioral health services across the Upper Peninsula of Michigan. Brick + Mortar is open from 10:00 a.m. to 6:00 p.m. Monday through Friday, Saturday from 9:00 a.m. to 3:00 p.m. and closed on Sundays.

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**Brick + Mortar** is a highly curated retail store located in Iron Mountain, MI offering high quality, natural and unique goods for a more refined experience in the Upper Peninsula.

