Mental Health Impact

## The Global Crisis of Loneliness

Even before COVID isolation, [a study by Cigna](https://newsroom.thecignagroup.com/loneliness-epidemic-persists-post-pandemic-look) found an epidemic of loneliness, with 79% of Gen Z and 71% of Millenials saying they feel lonely.

A [Gallup poll](https://eand.co/how-bad-is-american-life-americans-dont-even-have-friends-anymore-827fe75f121c) found that 12% of Americans have no close friends, up from 3% in 1990.

A CDC report found that [57% of U.S. teen girls felt persistently sad or hopeless in 2021](https://www.cdc.gov/media/releases/2023/p0213-yrbs.html), up from 36% in 2011.

## **Caused by Social Media**

Health experts [are no longer saying that “maybe” social media is a cause](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9817115/). The more time we spend on the Internet, the less time we’re spending in the real world with real people, and it’s just not the same. The US Surgeon General 2023 report, [Our Epidemic of Loneliness and Isolation](https://www.hhs.gov/sites/default/files/surgeon-general-social-connection-advisory.pdf) says that the time that Americans spend with friends decreased 20 hours per month, from 2003 to 2020.

## **We Can Help**

Experts say that to fight loneliness, people should [get outside more often and increase the people you come into contact with](https://time.com/6183058/loneliness-health-effects-what-to-do/). But when you’re depressed, sitting idle on a sofa, your whole body chemistry is shut down. Of course you don’t feel like getting up and going out.

Our game can help. We give people a fun game incentive to get outside and walk around, which is good for mental and physical health. Our future game can let you meet someone new, give you a safe daytime public park to play in, and the game acts as an ice breaker and team building exercise, bonding you into being real world friends.

It’s an outdoor alternative to sports. It’s more creative than sports, and gets you moving, but doesn’t require you to be an athlete.

## Press Contact

Johnny Monsarrat, jmonsarrat@monsarrat.com.











