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APRIL 9, 2021

MATCHBOX TWENTY CHARITY NFT, “UNWELL,”

RAISES NEARLY $75,000 FOR MENTAL HEALTH CHAMPIONS

3-time Grammy-winning, multi-platinum, international superstars, [Matchbox Twenty,](https://www.matchboxtwenty.com/) has sold their first NFT – a unique, multimedia, non-fungible token experience titled ["UNWELL"](https://opensea.io/assets/0x495f947276749ce646f68ac8c248420045cb7b5e/39490996863088026955648864890871556716001817518070241639178809571353909264385), for 12.2 Ethereum (approximately $24,000) with ALL proceeds from the auction benefiting [RADical Hope](http://radicalhopefoundation.org), a nonprofit committed to addressing America's youth mental health crisis by building resilience in young lives, and [The Trevor Project,](https://www.thetrevorproject.org/) the world's largest suicide prevention and crisis intervention organization for LGBTQ youth.

In support of this NFT auction and the important conversation it inspired, a donor committed an additional $50,000 directly to RADical Hope.

The auction of the multimedia, NFT token experience "UNWELL," began last Thursday night, April 1, on OpenSea.io while a live conversation took place on the mobile app Clubhouse with [Rob Thomas](https://robthomasmusic.com/), [Liz Feld,](https://radicalhopefoundation.org/about/) CEO of RADical Hope, and [Kevin Wong,](https://www.linkedin.com/in/kevinpwong/) Vice President of Communications at the Trevor Project. The launch event was facilitated by Jin Woo Yu, aka [WOLF x LION](https://www.instagram.com/thewolfxlion/), and [Craig Amazeen](https://www.linkedin.com/in/craigamazeen), CEO of DFND, and featured RADical Hope Honorary Chairman [Larry Bossidy](https://radicalhopefoundation.org/about/) participating as a special guest. The auction ended Tuesday, April 6, 2021, with a winning bid of 12.2 Ethereum (approximately $24,000).

The winner of the "UNWELL" multimedia NFT auction is receiving:

* Non-commercial licensing rights to the "UNWELL" 1 of 1 multimedia experience
* Non-commercial licensing rights to high-res digital images of the two original lyrics sheets
* The physical Rob Thomas-signed proof of NFT as seen at the end of the "UNWELL" NFT will be framed and shipped

Never before have the words of “UNWELL” been more meaningful than today. Thanks to the recently released hit "Used To Be" by Steve Aoki & Kiiara (featuring Wiz Khalifa), a new generation is now hearing Rob's lyrics for the first time. The underlying poignant message of "UNWELL" serves as the backdrop of this new single and inspired the band to look at the origins of their song.

"What we're really talking about is the mental health of our future generations," Rob said during the Clubhouse conversation last week. "Who we're going to be ten years from now depends on how we treat people now, and I think the Trevor Project and RADical Hope are pinpointing a huge group that we might lose if we don't let them know how special they are and how normal they are."

"This gift will support our mission to ensure that those experiencing the grip of emotional and social isolation – like Matchbox Twenty so poignantly sang about 18 years ago in 'UNWELL' - understand they are not alone," said RADical Hope CEO Liz Feld. "America is experiencing a youth mental health crisis, and Matchbox Twenty's generosity will have a direct benefit in the lives of young people today. We are enormously grateful to Kyle (Cook), Paul (Doucette), Rob (Thomas), and Brian (Yale) for this donation and for their advocacy for mental health supports.”

Matchbox Twenty partnered with [DFND.io](https://www.dfnd.io/), a creative agency, and technology company to deliver the "Unwell" NFT.

[About Matchbox Twenty:](https://www.matchboxtwenty.com/about)

Matchbox Twenty is Kyle Cook, Paul Doucette, Rob Thomas, and Brian Yale. The group has sold over 40 million records worldwide and earned multiple chart-topping singles, countless accolades, including five GRAMMY® nominations, four American Music Award nods, and a People's Choice Award for "Favorite Musical Group."

Fueled by such classic songs as "Real World," "Back 2 Good" and the No. 1 smash hits "Push" and "3AM," the RIAA Diamond-certified Yourself or Someone Like You proved a worldwide sensation and instantly established Matchbox as global superstars. The next release, the four-times Platinum Mad Season, containing the No. 1 singles "Bent" and "If You're Gone." Matchbox's third release, More Than You Think You Are, also was certified Platinum and featured the No. 1 hit, "UNWELL." The greatest hits compilation album with six new songs, Exile On Mainstream yielded yet another No. 1 track, "How Far We've Come," while the band's most recent album, North, exploded into the top position on the Billboard 200 – Matchbox Twenty's first-ever chart-topper and No. 1 debut.

[About RADical Hope:](https://radicalhopefoundation.org/)

[RADical Hope](https://radicalhopefoundation.org/) is committed to addressing America's youth mental health crisis by building resilience in young lives. The Foundation works with proven, frontline engagement programs that deliver on its core priorities: connectivity, empowerment, emotional regulation, and engagement. It was established in 2018 by Pam and Phil Martin in honor of their son, Chris, who died by suicide during his junior year of college. Last fall, in partnership with New York University, RADical Hope developed [RADical Health](https://youtu.be/sWLs1IzBiu0), a wellness program for college students to build resilience and support their own mental, physical and emotional health. RADical Hope will scale RADical Health to campuses across the country with the aim of reaching one million students in the next two years. The Foundation has also made a multi-year investment in Bring Change 2 Mind (BC2M), a high school peer to peer program dedicated to encouraging dialogue about mental health. RADical Hope's first investment was in PeaceLove, an expressive arts program that promotes mental wellness by using creativity and expression.

[About The Trevor Project:](https://www.thetrevorproject.org/about/)

[The Trevor Project](https://www.thetrevorproject.org/) is the world's largest suicide prevention and crisis intervention organization for lesbian, gay, bisexual, transgender, queer & questioning (LGBTQ) young people. The Trevor Project offers a suite of 24/7 crisis intervention and suicide prevention programs, including TrevorLifeline, TrevorText, and TrevorChat as well as the world's largest safe space social networking site for LGBTQ youth, TrevorSpace. Trevor also operates an education program with resources for youth-serving adults and organizations, an advocacy department fighting for pro-LGBTQ legislation and against anti-LGBTQ rhetoric/policy positions, and a research team to discover the most effective means to help young LGBTQ people in crisis and end suicide.

[About DFND](#bookmark=id.gjdgxs) (NFT Strategist / Visual Artist):

Founded and led by award-winning producer Craig Amazeen, [DFND](https://www.dfnd.io/).io is a disruptive, creative agency and technology company dedicated to amplifying a healthy fandom experience for athletes, influencers and icons through immersive experiences, gamified systems, hater-free social architecture and digital collectibles (yes…NFTs).