

# PASS Inc. Press Kit

This is a guide for media reference. Accuracy will change between time of update and time document was retrieved.

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## About PASS Inc.

Panic, Anxiety, and Stress Support Incorporated, abbreviated to PASS Inc. is a social enterprise which provides straightforward mental health resources to schools and workplaces to strengthen the mental health literacy of communities and visualize their dedication to mental health advocacy. PASS Inc.'s flagship product, the "PASS kit" is a self-care tool designed to help individuals manage daily stressors in-the-moment and stimulate the mental health discussion with others.



Based in Waterloo,  
Canada



## PASS Inc.'s Mission

Improve access to mental health resources with evidence-based tangible tools that can be used anytime.

Add urgency to addressing stress symptoms quickly through empathetic product design.

Spark changes in the way we manage stress in communities through mental health literacy to reduce stigma.

## PASS Inc.'s Story



Tina Chan, Founder  
MSc. Public Health &  
Health Systems

Tina Chan experienced panic and stress throughout high school and university, and noticed barriers to mental health management such as long wait times at counselling offices and that informal resources were not designed for in-the-moment support. In 2015, she entered the Big Ideas Challenge pitch competition at the University of Waterloo with the idea of a first aid kit for mental health and was selected for a fellowship at St. Paul's GreenHouse, a social impact incubator. After becoming established as a business, PASS Inc. later moved to the Velocity Garage incubator program, and then to the Epp Peace Incubator, our current location.

Between 2017 and 2019, we adjusted our kits based on community and expert feedback, and developed versions for francophone communities. As of 2020, we have distributed over 50,000 products worldwide to universities, workplaces, and individuals. Other topics we explore or are exploring are for eco-grief, screen time overuse and triggers related to PTSD.

## PASS Inc. in Media



"Chan created a series of flashcards based on cognitive behavioural therapy, which takes a practical approach to addressing issues"



"Waterloo-developed mental health first aid kits give accessible support"



"The kits contain a foam toy and gum to manage the physical symptoms of stress... as well as an eye mask and earplugs to block out distractions... and flashcards inspired by cognitive behaviour therapy"

## Valued PASS Inc. Supporters



## PASS Inc. Products



### PASS Kit

Size: 4" x 4" x 2"

Price: \$15

Contents: PASS Cards, foam star, chewing gum, earplugs, eye mask

\*Also available in Canadian French, with American hotlines, and with kraft paper eco-friendly packaging.



### PASS Cards

Price: \$5 (for set of 27)

Each card contains practical advice based on cognitive behavioural therapy

\*Also available on specific topics, and for specific audiences (see our current products listing on our site for more details).

## Our Brand Guide



Turquoise: #44D9E6

RGB 68, 217, 230

Yellow: #FFBD4A

RGB 255, 189, 74

Dark Blue: #000347

RGB 0, 3, 71

Fonts: Sanchez and  
League Spartan

PASS is always written  
with capital letters

## FAQ

What kind of company is PASS Inc.?

We are a for-profit social enterprise.

How large is PASS Inc.?

We are a small business, with 3-5 employees.

Does PASS Inc. ship internationally?

Yes, wherever Canada Post ships.

## Contact Us



Email

[hello@mypasskit.com](mailto:hello@mypasskit.com)

Website

[mypasskit.com](http://mypasskit.com)



Instagram

@mypasskit



Twitter

@mypasskit



Facebook

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