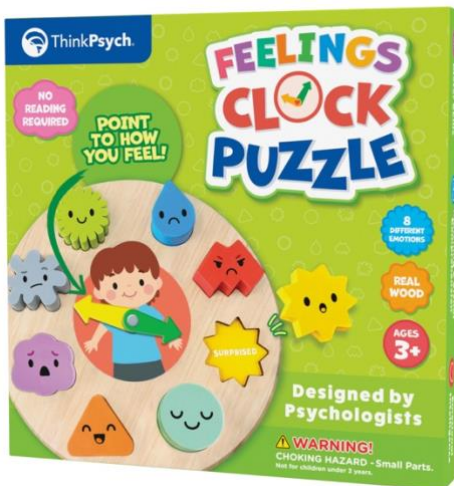


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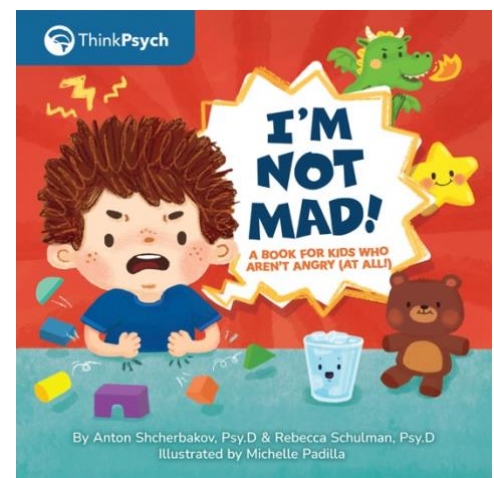
THINKPSYCH® PROVIDES FUN TOOLS TO OBSERVE AND CELEBRATE MENTAL HEALTH AWARENESS MONTH

Lumberton, NJ (April 1, 2026) – May marks Mental Health Awareness Month and every year we are encouraged to reflect on the well-being of our and our loved ones' inner world. Stressful news is never hard to come by thanks to the internet, TV and smartphones, and when added to the everyday trials of work or school, we can often neglect our mental self-care more than we realize. But here to encourage healthy social emotional development all year round is **ThinkPsych**, developers of games, activities and products aimed at cultivating a closer relationship with our emotions and a more resilient inner world! ThinkPsych products are the result of real data and strategies from founders Dr. Anton Shcherbakov and Dr. Rebecca Schulman in their therapy practice. Informed by methods that worked in real therapy sessions, ThinkPsych offerings seek to bring these effective strategies to all families in a fun and seamless way. This May, ThinkPsych is highlighting particularly effective tools for people of all ages to develop healthier habits and hopefully improve mental health for this month and the months to come.



The smaller we are, the bigger our emotions can feel – after all, if it's our first experience with a feeling, how can we know how to identify it, let alone process it? That's where [ThinkPsych's Feelings Clock Puzzle \(Ages 3+, \\$17.99\)](#) can come in handy. In lieu of telling the time, kiddos can use movable clock hands to point to 8 different emotions, represented by colorful shapes with faces. Lifting up the cute shapes out of their indented slot reveals their accompanying emotion - Happy, Sad, Angry, Surprised, Scared, Excited, Calm, or Confused. This can help not only identify primary emotions but introduce children to the concept of feeling more than one way about something – mixed emotions! This tactile and visual tool helps illustrate the concept in an immediate and intuitive way that is within a child's control. This sturdy wooden clock puzzle can act as a tool for describing emotions, developing empathy in kids, and assisting in communication with parents when words aren't quite doing the trick. Perfect for playtime or emotional check-ins!

Sometimes the most surefire way to tell when a child (and an adult for that matter) is angry is hearing the words "I'm not angry!" The more forcefully insisted, the more ironic an assertion it is. Authored by Dr. Anton and Dr. Rebecca, [*I'm Not Mad: A Book for Kids Who Aren't Angry \(At All\)* \(Ages 4-8, \\$9.99 for Paperback, \\$4.99 on Kindle\)](#) is a book to help point kids toward healthy social and emotional development, teaching that denial of our emotions is far from the best way to cope. When Sam's block tower keeps getting knocked down by his little sister, he tries to keep it together, but in so doing, prevents himself from processing his frustration. Even when he feels physical symptoms like a faster heartbeat, and a flushed face...he's still NOT mad! Written by psychologists, this heartwarming story takes children on Sam's journey to recognize physical signs of anger, practice evidence-based coping strategies (six in total), and understand that all



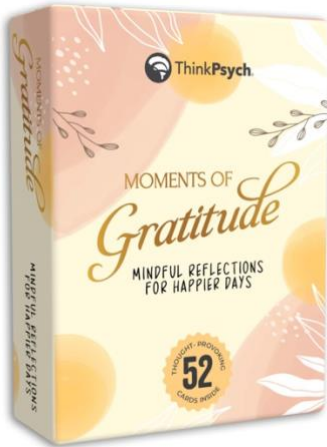
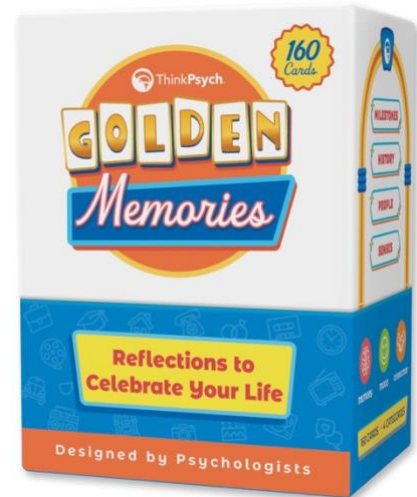
feelings are normal and okay. Aimed at cultivating emotional intelligence and developing resilience, this entry in the “I’m Not…” series is perfect for parents, teachers and caregivers who watch over kiddos who struggle with emotional regulation, tantrums, or expressing feelings.



Key to improving mental, emotional and social health is practicing talking to others. For game nights in the month of May, consider **Chat Chains (\$24.99 | Ages 8+ | 2-8 Players)**, designed as a social skills game for kids and teens, helping players develop better conversation skills through 150 engaging topics. Adapted into a professional counseling tool used by thousands of therapists and educators, Chat Chains is designed to help kids let their walls down in a low-pressure, high fun environment. A winner of the 2022 Family Choice Award and Creative Child Game of the Year, Chat Chains was also

developed to accommodate neurodivergent children as well, including children with autism, ADHD, or social anxiety. The game can be tailored to help kids in all stages of speech and occupational therapy sessions thanks to its varying levels of complexity.

Our mental health journey is a lifelong endeavor which is what makes **Golden Memories (\$24.99 | For Seniors, Dementia and Alzheimer’s support)** such an important resource for families. This set of conversation-starting memory cards for seniors aims to improve mood, increase social engagement, and support cognitive function through interactive storytelling. Each card frames questions with a positive spin, encouraging older participants to reflect on their core memories which made them who they are. Ideal for quality time with family, senior activity groups or memory care facilities – Golden Memories easily adapts to any setting and group size. Printed on large print cards and stored neatly in a sturdy box, this set is designed to be used frequently and well-loved during visits with parents and grandparents.



Getting adolescents and teens to take their mental health seriously isn’t always easy, so having the right tools can help! **Moments of Gratitude (16.99 | Ages 13+)** takes a collection of 52 prompt cards which encourage participants to reflect on things big and small that make them thankful. Gratitude is not a cure-all panacea for difficult emotions, but it can be critical in re-orienting our frame of mind and helping us get back on our feet to better deal with them. Also integrated into the set are 9 activities that promote feelings of gratitude such as meditation, journaling, photo challenges, and more. Whether you’re using these cards for self-care or with a group of beloved friends, Moments of Gratitude is a great way to get in touch with what is most important in our lives and to feel grateful for those little things we can take for granted.

Take the opportunity this May to invest in your and your loved ones’ mental health with the help of ThinkPsych. ThinkPsych’s full roster of offerings can be found on their official website <https://thinkpsych.com/> and [Amazon storefront](#).

About ThinkPsych

ThinkPsych was founded in 2019 by two psychologists passionate about bringing easy & effective social-emotional learning to kids, families, and adults worldwide. Our mission is simple: empower people to live happier lives through purposeful play. We believe emotional intelligence forms the foundation for thriving, and play is the most effective teacher. Our collection isn’t just about fun—it’s also grounded in scientific research and the clinical expertise of our psychologist founders.