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**Columbus Crew Fans Set GUINNESS WORLD RECORDS™ title for Longest Chain of Sports Fan Scarfs to Support *On Our Sleeves*®, the Movement for Children’s Mental Health**

*The Crew collaborated with On Our Sleeves on this record-setting campaign to break stigmas and raise funds for childhood mental health resources for families*

**COLUMBUS, Ohio (May 11, 2022)** – Fans and partners from the Columbus Crew, Nationwide Children’s Hospital and [On Our Sleeves](#), the national movement for children’s mental health, wrapped the Lower.com Field pitch, setting the GUINNESS WORLD RECORDS title for **longest chain of sports fan scarfs**, to draw attention to childhood mental health. The record-setting ceremony was celebrated this morning at the Crew’s new and modern Lower.com Field. The prized scarf tied together a community wide commitment through the [Wrap Them In Support campaign](#), where all proceeds benefit *On Our Sleeves* to provide free mental health educational resources to every community in America.



The creative, record-setting effort kicked off in October when fans could purchase specially-designed [Wrap Them In Support fan scarfs](#). For every purchase, the Crew donated a scarf towards the record-setting attempt. Made from more than 1,000 individual scarfs and measuring nearly one mile in length (4,848.56 feet), the Wrap Them In Support campaign successfully set the GUINNESS WORLD RECORDS title for the **longest chain of sports fan scarfs**.

“We are extremely proud of the Crew community for coming together to help break the stigma surrounding childhood mental health,” said Kristin Bernert, Columbus Crew

President of Business Operations. “To see our pitch wrapped in this symbol of support and know that we are making a real impact is incredibly rewarding. Helping to set this record has drawn much-needed attention to the *On Our Sleeves* mission, and we are honored to partner with Nationwide Children’s Hospital on this important initiative. We look forward to further recognizing these efforts on May 21 for our *On Our Sleeves* night at Lower.com Field.”

Proceeds from this campaign support the national movement *On Our Sleeves*, which is powered by behavioral health experts at Nationwide Children’s Hospital. *On Our Sleeves* aims to provide every community in America with free resources necessary for breaking child mental health stigmas and educating families and advocates, because no child or family should struggle alone.

“Our mission is to help families start and respond to those difficult conversations surrounding childhood mental health,” said [Marti Bledsoe Post](#), executive director of *On Our Sleeves*. “Despite the fact that one in five children is living with a mental illness, there’s often stigma around the topic. With the donations from this campaign, we can ensure that families everywhere have resources to boost mental health. We’re grateful to the Columbus Crew and their fans, corporate partners like Nationwide, and the community for coming together and bringing their record-setting enthusiasm to our cause.”

This achievement will be celebrated by fans during *On Our Sleeves* night at the May 21 Columbus Crew game. Though the record has now been set, it's not too late to be part of this history making event. Fans can now take part of the GUINNESS WORLD RECORDS home by purchasing [commemorative scarfs](#), which were donated by the Crew, to help complete the record-setting chain. The commemorative scarfs are one more way the community can help fund resources for children's mental health. Signed *On Our Sleeves* match-worn gear and signed scarfs will also be auctioned off soon after the game with all proceeds benefiting *On Our Sleeves*. Tickets for the match are available [here](#).

“As a partner in this campaign, Nationwide is incredibly proud of this partnership and of the awareness and support we’re driving to help children and families benefiting from *On Our Sleeves*,” said Ramon Jones, chief marketing officer for Nationwide. “It’s rewarding to come together in a creative way to express our commitment, and to rally our community members to join the cause.”

**To view or download video of the efforts leading up to this record, click here:**

<https://bit.ly/3vGWSOp>

**Password: record**

For more information and to purchase scarfs, visit <https://event.gives/wrappheminsupport>.

### **About *On Our Sleeves*®**

Children don’t wear their thoughts on their sleeves. With 1 in 5 children living with a significant mental health concern and half of all lifetime mental health concerns starting by age 14, we need to give them a voice. *On Our Sleeves*, powered by behavioral health experts at Nationwide Children’s Hospital, aims to provide every community in America with free resources necessary for breaking child mental health stigmas and educating families and advocates, because no child or family should struggle alone.

Since the inception of *On Our Sleeves* in 2018, more than 3 million people in every state across America have interacted with the movement's free pediatric mental health educational resources at [OnOurSleeves.org](https://www.onoursleeves.org) and educator curriculums have reached more than four of five classrooms across the United States.

### **About Columbus Crew**

Columbus Crew is the first club in Major League Soccer. The Crew is operated by The Edwards Family and Haslam Sports Group. The Black & Gold are the 2021 Campeones Cup winners. The Club has won two MLS Cup championships in 2008 and 2020, one Lamar Hunt U.S. Open Cup in 2002, as well as MLS Supporters' Shield titles in 2004, 2008 and 2009. The 2022 campaign is the Crew's 27<sup>th</sup> season in MLS as well as the Club's first full season at Lower.com Field.

Website: [ColumbusCrew.com](https://www.ColumbusCrew.com) | Twitter: @ColumbusCrew | Instagram: @ColumbusCrew | TikTok: @ColumbusCrew96 | Hashtag: #Crew96 | Facebook.com/columbuscrew | App: ColumbusCrew.com/app | Stadium: Lower.com Field | Training Facility: OhioHealth Performance Center

### **About Nationwide**

Nationwide, a Fortune 100 company based in Columbus, Ohio, is one of the largest and strongest diversified insurance and financial services organizations in the United States. Nationwide is rated A+ by both A.M. Best and Standard & Poor's. An industry leader in driving customer-focused innovation, Nationwide provides a full range of insurance and financial services products including auto, business, homeowners, farm and life insurance; public and private sector retirement plans, annuities, mutual funds and ETFs; excess & surplus, specialty and surety; pet, motorcycle and boat insurance. For more information, visit [www.nationwide.com](https://www.nationwide.com). Follow us on Facebook and Twitter.