



Levin Management joins industry peers in 'Signs of Hope' mental health advocacy initiative

February 25, 2025 - National News



North Plainfield, NJ Levin Management Corporation (LMC) has joined its retail real estate industry

peers in the Signs of Hope initiative, a national campaign for mental health advocacy. The firm recently installed exterior signs in shopping center parking lots throughout its third-party leasing and management portfolio to promote the availability of the 988 Suicide & Crisis Lifeline (988 Lifeline).

“At Levin, we are deeply committed to supporting the communities where our shopping centers are located,” said Melissa Sievwright, vice president of marketing. “Mental health is one of the most pressing issues of our time, yet too often, those in crisis don’t know where to turn. By participating in the Signs of Hope initiative, we aim to raise awareness and provide a clear path to potentially lifesaving support for those who need it most.”

Open-air shopping center owners – along with 988 Lifeline and its administrator, Vibrant Emotional Health – are partnering to install more than 8,400 Signs of Hope across about 1,600 shopping centers across the country. The reflective signs, placed in high-traffic areas, highlight the ways to reach the 988 Lifeline. The service provides free and confidential emotional support to those in suicidal crisis or emotional distress 24/7 via phone, text and chat. The 988 Lifeline has a national network of more than 200 crisis centers, combining local care and resources with national standards and best practices.

Seven property owners – Brixmor, Kimco Realty, Kite, Peterson Cos., Regency Centers, Sterling Organization and Urban Edge Properties – launched the Signs of Hope initiative on World Mental Health Day in 2023. LMC and several other organizations – also including Continental Realty Corp., ShopCore Properties, ShopOne Centers and Phillips Edison & Co. – have since joined the growing cause.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540