



FOR IMMEDIATE RELEASE

## **Althing Clinic Announces 2025 Launch of AIRs for Athletes Program: Prioritizing Mental Wellness in Sports**

AUSTIN, MN, January 17, 2025– Althing Clinic is thrilled to announce the 2025 launch of its groundbreaking Assess-Intervene-Refer/service (AIRs) program specifically designed for athletes of all levels. Recognizing the unique pressures and challenges faced by athletes, AIRs for Athletes provides comprehensive and confidential behavioral health support to promote well-being and enhance performance.

Athletes often face intense pressure to perform, leading to heightened risks of anxiety, depression, eating disorders, substance abuse, and other behavioral health concerns. These challenges can significantly impact not only their mental and emotional health but also their athletic performance and overall quality of life. “The demands placed on athletes, both physically and mentally, are immense,” said Mat MK Johnson CEO at Althing Clinic. “We understand the unique struggles they face, and AIRs for Athletes is our proactive response to ensuring they have access to the support they need and deserve.”

The AIRs for Athletes program offers qualified behavioral health encounters at no cost to individual athletes or their teams/sports associations. The service is conveniently and efficiently applied during tournaments or even before or after a normally scheduled practice. AIRs takes a proactive, confidential approach, working directly with teams and associations to provide convenient access to care. A qualified health professional, using technology enhanced means, conducts a comprehensive assessment covering key aspects of an athlete’s health, including:

- Depression and anxiety
- Substance use
- Eating disorders
- Safety concerns
- Social challenges and relationship issues
- Performance anxiety
- Body image concerns

“AIRs for Athletes is more than just an assessment; it's a commitment to supporting the whole athlete,” added Kristina Bechtel, LICSW at Althing Clinic. “We've seen hundreds of athletes successfully address their behavioral health concerns through this program, leading to improved performance on and off the field.” The program creates a personalized, confidential care plan for each athlete identified as needing additional support. This plan may include referrals to specialized therapists, nutritionists, or other resources, ensuring athletes receive the tailored care they need.

Althing Clinic has a proven track record of helping athletes successfully navigate their behavioral health challenges. AIRs for Athletes builds on this experience, offering a comprehensive and confidential program designed to empower athletes to prioritize their mental wellness. Althing Clinic encourages athletes, coaches, teams, and sports associations to contact them for more information about the AIRs for Athletes program. The program is officially launched and inquiries are welcome.

For more information, please contact:  
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**About Althing LLC.**

Althing creates innovative solutions that lead to equity, access, and modernization of healthcare in districts and communities. Althing's commitment to access is highlighted in its clinic, school district and home health solutions. Whether serving diverse populations or proactively bringing health services to the community, Althing holds to its principles: equity, quality, access, and value. To learn more about Althing AIRs visit [airs.myalthingclinic.com](https://airs.myalthingclinic.com) and subscribe to <https://www.youtube.com/@althing7525/videos>