


Sonoma County tattoo parlor event raises money for suicide awareness

Tattoo for Buckelew raises over \$30,000 to prevent suicide, promote mental health | 



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Petaluma Tattoo was busy on Saturday, as all proceeds were donated to Buckelew.(Victoria Webb / For the Argus-Courier)

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September is National Suicide Prevention Month, and last weekend – on Friday the 13th – dozens of tattoo artists from around the Bay Area united for what has become a unique annual tradition. Dubbed “[Tattoo for Buckelew](#),” this colorful fundraiser annually invites the public to get a brand new tattoo, with all proceeds from the day supporting the suicide prevention effort of Buckelew Programs.

“The event aims to spread hope and unite a community of survivors and friends,” explains the official press release from Buckelew (Buckelew.org). Founded in 1970, Buckelew Programs is the North Bay’s largest nonprofit provider of services focusing on mental health counseling, supported housing, suicide prevention, addiction, and substance use recovery services. “In Sonoma County, where the suicide rate of 14.3 per 100,000 residents is considerably higher than California’s rate of 10.5, this event holds significant meaning.”

Nearly 40 artists and numerous food trucks all over the Bay Area donated 100% of their earnings on Friday, with Santa Rosa's Faith Tattoo, Sebastopol's Hidden Coast tattoo and Petaluma Tattoo all participating in what was the event's fourth year in a row. In Petaluma, food was provided by Little Lou's food truck and Hog Island, which offered a raw bar. Acclaimed and experienced tattoo artists from all over the country traveled to Petaluma to participate.

By all accounts, it was a huge success. At the end of the day, the 2024 effort raised a total of \$31,945.

It was Petaluma Tattoo's Nick Rodin who founded Tattoo for Buckelew in 2021, following the loss of his brother to suicide. According to Rodin, who counted his brother as his best friend, it took him nearly a decade to start talking about his brother's death.

"This event brings people together in ways I never imagined," Rodin said. "Many clients come in for meaningful tattoos – often to honor someone they lost or mark a significant time in their lives. While they're here, they meet others who've faced similar losses or struggle with their own mental health. They come as strangers but leave feeling connected."

Participating artists throughout the day included [Andy Campoy](#) (of Fair Oaks), [Dave Fox](#) (Philadelphia), [Jesse Haney](#) (Petaluma), [Daat Kraus](#) (Santa Rosa), [Jimmy P](#) (Florida), [Jeff Rassier](#) (San Francisco), [Kahlil Rintye](#) (Petaluma), [Nick Rodin](#) (Petaluma), [Greg Rojas](#) (Petaluma), [Adrian Sanchez](#) (Petaluma), [Scott Sylvia](#) (San Francisco), [Hannah Wednesday](#) (Arcata) [Dakota William](#) (Petaluma).

Though the event is now over, Buckelew continues to welcome donations at [Buckelew.org](https://www.buckelew.org).