



For Immediate Release

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PBS Premieres ‘Roadtrip Nation’ Documentary Featuring Jeff Winton of Rural Minds

“Where Wellbeing Grows” is streaming online during Mental Health Awareness Month.

MAYVILLE, NY (May 05, 2026) – Jeff Winton, founder and chairman of the national nonprofit Rural Minds, headquartered here, is featured in the latest two-episode documentary in the “Roadtrip Nation” series, “Where Wellbeing Grows.” Winton’s interview about his work with rural mental health issues and awareness appears in “[Episode 1: Our Shared Healing.](#)”

Both episodes are appearing now, during Mental Health Awareness Month and beyond, at various times on PBS stations around the country. They also are available for streaming through [PBS.org](https://www.pbs.org), on the [Roadtrip Nation site](#) or on the PBS app.

Three young adults drove their trademark green Roadtrip Nation recreational vehicle to Winton’s family farm, Wall Street Dairy, last August as part of their cross-country journey to explore careers and pathways in support of wellbeing, especially in terms of mental health. Winton was one of several innovative leaders who shared his experience and advice with them during the visit. He was joined by Rural Minds Vice-Chair Jim Modica as well as Greg Wolcott and his daughter, Erma Wolcott, part of the Wall Street Dairy family, to help with the production and introduce the visitors to the dairy cattle, baby goats and cats residing on the farm.

“Since all cast and crew members lived out-of-state and had never been to Chautauqua County before, I enjoyed sharing our well-kept secret with them and suggesting other places in the area for them to visit after the filming was done,” Winton says. “Since most of our new friends were also from urban areas and were mostly visiting cities on this tour, we were proud to represent rural America and show and tell them all about rural America and what life on a working family farm is all about.”

The road-trippers, Anjali, Raul and Davida, were visibly moved by Winton’s retelling of the loss of his nephew, Brooks Winton, to suicide at age 28, and how that tragedy inspired the founding of Rural Minds to help combat the stigma around mental illness in rural areas and advocate for the awareness, policies and services needed to support farmers and rural residents.

“Spending time with these three young people, with their sincere interest in learning about mental health issues and being involved in advocacy and suicide prevention, gave me a renewed sense of optimism and hope for the future,” Winton says. “I’m glad to have been a part of their quest to communicate the need for rural access and equity in the world of well-being.”

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ABOUT RURAL MINDS

Rural Minds™ is a 501(c)(3) nonprofit organization with the mission to serve as the informed voice for mental health in rural America and to provide mental health information and resources. Rural Minds is the only national 501(c)(3) nonprofit focused on advocating for rural mental health equity, promoting mental wellness, and providing educational content to confront rural mental health challenges and the stigma that surrounds mental illness for the 46 million people living in farming, ranching, and agriculture communities, small towns, and isolated areas across rural America. To learn more, visit www.ruralminds.org.

ABOUT ROADTRIP NATION

Roadtrip Nation is a nonprofit organization that humanizes career exploration through storytelling and empowers individuals to connect their interests to fulfilling lives and careers.

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[Accompanying photos (FPO) & captions]



From left, Wall Street Dairy and Rural Minds team members Greg Wolcott, Jeff Winton, Jim Modica and Erma Wolcott, pictured the day of the “Roadtrip Nation” filming at Mayville, NY, in August, 2025. Photo credit: Roadtrip Nation.



Rural Minds Founder & Chairman Jeff Winton (center) and participants in the “Roadtrip Nation” documentary, “Where Wellbeing Grows.” Photo credit: Roadtrip Nation.