



**Canadian Mental
Health Association**
Prince Edward Island
Mental health for all

April 24, 2017

FOR IMMEDIATE RELEASE

National Mental Health Week - May 1-7 Get Loud for Mental Health

Charlottetown--- National Mental Health Week, sponsored by the Canadian Mental Health Association (CMHA) will take place May 1-7, 2017. This year marks the 66th CMHA Mental Health Week. During the week, Canadians are encouraged to reflect on their own attitudes towards mental health and take action for positive mental health.

Building on last year's successful "GET LOUD for Mental Health" campaign, CMHA is once again asking Canadians to GET LOUD. Speak up for those around you – and for yourself. Speak out against the stigma directed at people with mental illnesses and use your voice to raise awareness and build support. Get Loud to promote mental health. The louder we get the bigger the change we will make.

On PEI there are several events and activities being planned including provincial and municipal proclamation signings, buildings will be lighting up in green (Charlottetown and Summerside City Halls, Government House, Holman Grand Hotel, bus shelters, CMHA offices), transit advertising, Kindness Day, a social media campaign and one of the main events is a *Mental Health For All Walk and BBQ* on Wednesday, May 3 (rain date May 4) from 12:00 noon – 1:15 pm at Confederation Landing Park in Charlottetown, at the Boardwalk in Summerside with the BBQ to follow at Notre Dame Place Clubhouse on Duke Street and in Alberton at the Hope Centre Clubhouse on College Street. All are welcome.

CMHA/PEI President, Judy Hughes, says Mental Health Week is an educational campaign, "The Week offers practical ways to maintain and improve your mental health but it also educates us on how important our mental health is. The Get Loud campaign is an opportunity to use our voice and express our concerns and also to build a support system on PEI for those people whose lives are impacted by mental health issues and mental illnesses."

For the full list of Mental Health Week activities and to download the Mental Health Week Tool Kits please call: (902) 628-3650 or go to CMHA PEI's web-site www.pei.cmha.ca You can also visit the CMHA National web-site at: www.cmha.ca

BACKGROUND

- One in five Canadians will experience a mental health problem in any given year.
- Mental health problems affect people of all ages, educational background and income levels

The **Canadian Mental Health Association – PEI** is one of ten provincial divisions of Canada's first and only truly national mental health organization. Specialized services and supports are delivered in, and tailored to, the community and its mental health needs. CMHA-PEI exists to promote the mental health of all persons on the Island by working with individuals, groups and communities to increase control over and enhance their mental health.

For more information contact:

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