



Canadian Mental
Health Association
Prince Edward Island

TALK TODAY



FOR IMMEDIATE RELEASE

March 2, 2020

Charlottetown Islanders and CMHA PEI team up to raise awareness about mental health during March 5 home game

Charlottetown – The Charlottetown Islanders and Canadian Mental Health Association - Prince Edward Island (CMHA PEI), are teaming up to raise awareness about the importance of mental health during the Islanders upcoming home game.

The game on Thursday, March 5 (7:00pm) at the East Link Centre in Charlottetown will feature:

- A CMHA kiosk so fans can learn more about mental health
- Videos featuring the Charlottetown Islanders players talking about the importance of mental health
- Public address announcements about mental health

The awareness campaign is part of an ongoing commitment by the Charlottetown Islanders and CMHA PEI to implement *Talk Today*. *Talk Today* provides mental health support to players and raises awareness about mental health and suicide prevention throughout communities across the Quebec Major Junior Hockey League (QMJHL).

Charlottetown Islanders Head Coach and General Manager, Jim Hulton, says, “Our partnership with the Canadian Mental Health Association is a vital component of our program. As we continue to learn more about the many mental health challenges that we all encounter, it’s reassuring to know that we have the resources available to assist us in handling any of these obstacles. The CMHA provides valuable support for all members of our organization; we encourage all local organizations to form a similar partnership, as the rewards are beneficial to everyone.”

A key piece of the *Talk Today* program is to encourage conversation about mental health and suicide prevention. Every team has received mental health training specific to suicide prevention. Each team is also now linked to a CMHA Mental Health Coach, who provides support and mental health resources to individuals in need.

Les Wagner, Prince County Regional Director for CMHA PEI says, “We are pleased to be partnering with the Charlottetown Islanders in offering the Talk Today program. By hosting the awareness game on March 5, the Charlottetown Islanders are helping to decrease the stigma around mental health issues that often keeps people from getting the help they need. Events such as these encourage people to seek help if they are struggling and that they are not alone. It also promotes mental health within our community and encourages discussion.”

Tickets for the game can be purchased by contacting the East Link Centre box office at 902-629-6625. For more information go to: <https://pei.cmha.ca/events/talk-today-game-day-with-charlottetown-islanders/>

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