



**Canadian Mental
Health Association**
Prince Edward Island

November 12, 2020

FOR IMMEDIATE RELEASE

Annual White Cross Christmas Gift campaign underway

Charlottetown---The Canadian Mental Health Association's (CMHA) Annual White Cross Christmas Gift Campaign is now underway. This is an Island-wide campaign distributing over 900 gifts annually to individuals with emotional or mental health issues.

Due to COVID-19 restrictions, CMHA has made changes to make the campaign safe for volunteers and gift recipients. In the past, CMHA gladly accepted tangible donations of mitts, scarves, toiletries and other items. At this time, CMHA is asking if people would consider making monetary donations, although all donations will be gladly accepted. Monetary donations will be used to purchase gift cards for White Cross recipients. This year's goal is to raise \$20,000 to purchase gift cards for its members across Prince Edward Island.

White Cross Program Coordinator, Sharon Claybourne, says even though the campaign will look different this year they are still hopeful. "We know that many Islanders, businesses and community groups are feeling the impact from this pandemic but we really hope that they will still be able to support us. It continues to amaze me how generous Islanders really are and how they have supported this campaign in the past. For our members, this campaign means so much to them. The feelings of isolation can be exasperated during the holidays. These gift cards and acts of kindness go a long way in ensuring the recipients feel valued and maintain good spirits during a time which can be particularly hard for some."

CMHA is currently accepting monetary donations for the White Cross Christmas Gift Campaign until Friday, December 18. You can make a donation by going to CMHA PEI's website: <https://pei.cmha.ca/support-cmha/white-cross-christmas-campaign/>, by calling the Division office at 902-566-3034, in person at 178 Fitzroy Street in Charlottetown or mailing a cheque to CMHA PEI, PO Box 785, Charlottetown, PE C1A 7L9.

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For information on media interviews contact:

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BACKGROUND: The **White Cross program** provides social and recreational activities for people 18 years and older who experience mental or emotional health problems throughout the year. Members of White Cross often find that their opportunities for socialization are limited, hence the reason for the program. The White Cross Christmas Campaign is an extension of the White Cross Program which is CMHA-PEI's oldest program and was started for people with PTSD from WWII.

The **Canadian Mental Health Association – PEI** is one of ten provincial divisions 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.