



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

May 3, 2021

**FOR IMMEDIATE RELEASE**

**CMHA's 70<sup>th</sup> National Mental Health Week is May 3-9**  
*The theme this year focuses on our emotions*

**Charlottetown---**The Canadian Mental Health Association's (CMHA) 70th National Mental Health Week is May 3-9, 2021. The theme this year will focus on understanding our emotions - recognizing, labeling and accepting our feelings are all part of protecting and promoting good mental health for everyone.

CMHA PEI's Acting Executive Director, Shelley Muzika, says it's important now more than ever for people to look after their mental health. "This past year has been challenging for many of us as we have had to learn to adapt to uncertainty and some loss of control in our lives. Actively maintaining and enhancing our mental health is key for our overall well-being." The Mental Health Week campaign increases awareness around how important it is to continue to look after ourselves and each other and to reach out if we need help."

CMHA PEI is planning a full week of virtual activities that will include a theme for each day with lots of resources, videos, playlists and Facebook Live events hosted Monday through Friday at noon by CMHA staff. The general public are encouraged to go to CMHA PEI's website: [www.pei.cmha.ca](http://www.pei.cmha.ca) where they will find a Mental Health Week page with all of the campaign details including how people can become involved and support CMHA PEI. Everyone is also encouraged to follow CMHA PEI on Facebook, Twitter and Instagram for Mental Health Week updates and post using the hashtags #GetReal and #MentalHealthWeek.

With bigger fundraisers being put off due to COVID-19, the organization is promoting how you can donate to CMHA PEI. This year's main donor for Mental Health Week is KGF2 Designs; a beautiful, comfy, fun and empowering clothing line created by Kate Flanagan. "Wear it to declare it" is the slogan. Kate says, "I feel my best self when I am kind, grateful, fun and fearless, and KGF2 is also an acronym for my full name. These two reasons led me to my brand name. I am passionate about being an advocate for mental health, and supporting our local CMHA is very important in the times we are living in." To date, KGF2 has donated \$3150 towards Mental Health Week events and promotions. More information on how you can Be Like Kate and donate to CMHA PEI is also available on the web-site.

For more resources on Mental Health Week visit CMHA's National Mental Health Week web-site: [www.mentalhealthweek.ca](http://www.mentalhealthweek.ca) where you can download a full toolkit with tools, images and ready-to-go posts to help you #GetReal about how you feel and a School Toolkit for in-class and virtual activities.

## **BACKGROUND**

**Mental Health Week** was introduced by CMHA in 1951 and has since become a Canadian tradition, with communities, schools and workplaces rallying to celebrate, protect and promote mental health. To learn more visit: [www.mentalhealthweek.ca](http://www.mentalhealthweek.ca). Connect on social media using the hashtags #GetReal and #MentalHealthWeek.

Each year 1 in 5 Canadians will experience a mental illness or mental health issue, but 5 in 5 Canadians have mental health – we all need social connection.

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. CMHA also provides advocacy, programs and resources that help to prevent mental health problems and illnesses and support recovery and resilience. For more information visit the web-site: [www.pei.cmha.ca](http://www.pei.cmha.ca)

### **For more information or to arrange for an interview, please contact:**

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