



Canadian Mental
Health Association
Mental health for all



*years of
community*

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**My Island Run launches during Mental Health Week
Campaign's goal is to raise \$50,000 for Atlantic CMHA's**

Charlottetown, Prince Edward Island – My Island Run, a mental health awareness campaign, created by Dom Dib of Nova Scotia, is being launched today to coincide with the beginning of the Canadian Mental Health Association's National Mental Health Week, May 3-9.

Dib is planning on running across PEI in an effort to raise money for Canadian Mental Health Associations in Atlantic Canada. On July 3, he will begin his 295 km journey in Tignish and spend the next ten days on the Confederation Trail until he reaches his destination in Elmira. Dib is hoping to raise \$50,000 between now and the end of his run on July 12, for Canadian Mental Health Associations in Atlantic Canada to provide advocacy, programs and resources that help to prevent mental health issues and illnesses and support recovery and resilience to Atlantic Canadians in need.

Dib says there has never been a more important time in our history where support for our mental health is paramount. "Mental health in Canada has changed since the start of the pandemic. In fact, mental health concerns are on the rise with Atlantic Canadians, experiencing the largest spike in anxiety and depression since the pandemic began. With economic shutdowns, school closures, and mandates for social isolation to slow the spread of COVID-19, Atlantic Canadians felt the hard impact the pandemic has had on their mental wellbeing. The intense stress and disruption brought on by the pandemic is causing pronounced mental health concerns, including an increase in suicides and suicidal thoughts - particularly among our young."

Shelley Muzika, Acting Executive Director for CMHA PEI, says Dom's commitment to this cause is so important for CMHA right now. "This past year has been a struggle for many of us as we learned to adapt to the uncertainty in our lives. This campaign will increase awareness around how important it is to continue to look after ourselves and each other and to reach out if we need help. We are very appreciative of Dom's efforts to get that message out there and to raise much needed funds for our CMHA's across Atlantic Canada, who have also been hit hard during this pandemic. The need for our programs, support and resources has never been greater so every little bit helps."

For more information on My Island Run you can go to the web-site: <https://www.myislandrun.com/> where you'll find details on how you can contribute, follow along on Dom's progress and also information on joining him when he runs across PEI. You can also go to his Facebook page: <https://www.facebook.com/groups/pei295> To find out more about National Mental Health Week go to the web-site: www.mentalhealthweek.ca For more information on CMHA's in the Atlantic provinces go to: www.pei.cmha.ca <https://cmhanb.ca/> <https://novascotia.cmha.ca/> <http://cmhanl.ca/>

For media interviews contact:

Lori Morris

CMHA PEI

communications@cmha.pe.ca

Lori Wheeler

CMHA NB

lori.wheeler@cmhanb.ca

Erin Christie

CMHA NS

COMMS@novascotia.cmha.ca