



FOR IMMEDIATE RELEASE  
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### **New Alliance to Build and Support Mental Well-Being Across the Island**

November 19, 2021, Charlottetown, PE - Today, at the PEI Farm Centre, the PEI Alliance for Mental Well-Being was launched. The Alliance, a community focused entity, will fund and support organizations and communities to create or strengthen mental well-being initiatives across the Island.

“The Island has many groups at the community level working to build and enhance Islanders’ mental well-being. Our unique role will be to work with a wide range of stakeholders from tip to tip to harness this collective strength,” said John Horreht, Chair of the Alliance’s advisory committee. “By leveraging these assets and building new partnerships we will be able to enhance the collective impact in communities across the province.”

The role of the Alliance was developed through a community consultation process where stakeholders identified the importance of working together to promote mental well-being for all Islanders and are eager to make it happen. While the PEI Alliance for Mental Well-Being will not provide direct services to Islanders, it will work with government and community organizations to create a common understanding of what contributes to mental well-being and to fund and coordinate efforts for maximum impact.

“At the Alliance, we will look to the body of knowledge developed about resilience and mental well-being from across the country and around the world to guide and support our work,” said Karen Cumberland, Executive Director of the Alliance. “Mental well-being and resilience is something that can be built and supported by families, schools, workplaces, and communities. We all have a role we can play for ourselves and others, and we’re excited to support this work.”

Government announced the funding of this important initiative, then called the Centre for Mental Well-Being, in March 2021.

“Our government recognizes that people live upon a continuum of care and therefore, the need to invest in early prevention and community initiatives is as important as the need to invest in acute care and services,” said Premier Dennis King. “That is why we are very pleased to provide the core funding to get the Alliance off the ground, and then look to the community to lead this important work.”

A cornerstone of the Alliance and its work will be a grant program to assist community groups and other not-for-profit organizations. The program will distribute \$10 million over 5 years.

Grant funding will be available for new programming, enhancement of existing programs, collaborative projects, and policy and system-level work.

A series of community engagement sessions will be held across the province from November 29 to December 8, to connect with and educate community groups about the Alliance and its grant program.

To learn more about the Alliance, mental well-being and the grant program visit [www.AllianceforMentalWellBeing.com](http://www.AllianceforMentalWellBeing.com)

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