



Canadian Mental
Health Association
Prince Edward Island
Mental health for all

September 19, 2023

FOR IMMEDIATE RELEASE

**Annual PEI Marathon set to take place October 13-15
CMHA PEI looking for Corporate Relay Teams**

Charlottetown---The 19th Annual PEI Marathon will be taking place over the weekend of October 13 – 15 in Charlottetown. All proceeds and donations to the Marathon will be directed to the Canadian Mental Health Association – PEI Division (CMHA PEI), the marathon’s title partner. This is a two-day event that includes categories for every runner or walker including a Full Marathon, Corporate/Team Relay, Half Marathon Run/Walk, 16k Run/Walk and a 2k Wheelchair event.

CMHA PEI is currently looking for more corporate teams to enter in the **Subaru of Charlottetown Corporate/Team Challenge** beginning at 7:00am on Sunday, October 15. The corporate teams consist of eight people each of whom run a separate leg of the full marathon route, which is 42.2 kilometers long and goes through the streets of Charlottetown. The Corporate/Team Relay is a great opportunity to encourage a life of fitness and health among employees, corporate engagement within the community, and healthy competition among fellow businesses and teams. There is also an extra incentive this year. For teams that are registered and conduct fundraising in support of CMHA PEI, there will be weekly draw prizes starting, Friday, September 22 and ending on the day of the Marathon, October 15, including eight passes to the 2024 Cavendish Beach Music Festival.

CMHA PEI’s Executive Director, Shelley Muzika, says the organization is looking forward to this year’s Marathon. “This will be our sixth year that we have been partnering with the PEI Marathon. The event continues to help raise awareness of the importance of overall mental well-being and emphasizing the correlation between good mental health and physical health. It is also an opportunity for our organization to educate Islanders about the work we continue to do in the community providing much needed programs and supports for those struggling with their mental health and mental illness issues.”

To register a Corporate Team go to: www.peimarathon.ca. For more information on CMHA PEI please go to their web-site: www.pei.cmha.ca and follow their social media channels on Facebook, Twitter, Instagram and LinkedIn. To donate to CMHA-PEI you can also visit the web-site or call 902-566-3034 between 9:00am-4:00pm, Monday-Friday, or by mail to: P.O. Box 785, Charlottetown, PE C1A 1S1. Any donations made to CMHA-PEI stay in the province in support of mental health programs and services for Islanders.

BACKGROUND

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

STATS

According to CMHA National, mental illness indirectly affects all Canadians at some time in their life through a family member, friend or colleague and 1 in 5 Canadians personally experience a mental illness in any given year. Mental illness and mental health issues affect people of all ages, educational and income levels, and cultures. Getting help early is the key to recovery.

MEDIA CONTACT:

Lori Morris

Communications Coordinator

communications@cmha.pe.ca

902-393-6416