



Canadian Mental
Health Association
Prince Edward Island

FOR IMMEDIATE RELEASE

January 25, 2024

CMHA PEI rallies the support of Islanders in their push for better mental health this February.

Charlottetown---This February, the Canadian Mental Health Association PEI Division (CMHA PEI) is encouraging Islanders to push for better mental health by participating in a fitness-based mental health initiative, [The Push-Up Challenge](#).

The event begins on February 1 and runs until February 23. During that time, participants will take on 2,000 push-ups to represent the 20% of Canadians who will suffer from mental illness in any given year. Islanders from all ages and walks of life are encouraged to participate in the event which engages people in mental health through connection, physical activity and education. The Push-Up Challenge is a free event, and fundraising is optional. Participants can choose to fundraise and support CMHA PEI if they wish.

CMHA PEI's Executive Director, Shelley Muzika, says, "The Push-Up Challenge is a great way for people to get fit, connect with their community and do something positive for their mental health, and to also support those who experience mental illness/mental health issues each year."

"Everyone has mental health and whether it's you or I or someone close to us we will experience a mental health issue at some point in our lives. By participating in this event and learning about mental health, we hope to break down the stigma attached to mental illness so that people don't think twice about reaching out for help."

Alternatives to push-ups are also encouraged, such as sit-ups, squats or other exercises. Progress can be tracked through a dedicated app which also allows you to easily fundraise and see how your family, friends and co-workers are getting along.

The Push-Up Challenge has been taking place in Australia for the past 7 years, with over 500,000 participants completing 900 million push-ups and raising over \$36 million for mental health. In 2024, this will mark the first time the event will take place in Canada, run by the Canadian Mental Health Association.

You can register for The Push-Up Challenge as an individual, a team, or get your whole workplace, club, gym or school involved at www.thepushupchallenge.ca or you can visit CMHA PEI's web-site at www.pei.cmha.ca

About The Push-Up Challenge

Founded by Nick Hudson in Australia in 2017, The Push-Up Challenge (TPUC) began as a challenge between four friends and has grown to become Australia's largest mental health and fitness event. 2024 is TPUC's first year in Canada, where individuals will complete 2000 push-ups over 23 days in February to raise awareness about mental health. TPUC is a fun way for Canadians to connect with one another, get fit, and learn about mental health, with participants encouraged to raise money for the Canadian Mental Health Association. The event is free to take part in and runs from February 1-23, 2024. For more information and to register, visit www.thepushupchallenge.ca

About CMHA

CMHA 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. The organization also provides advocacy, programs and resources that help to prevent mental health problems and illnesses and support recovery and resilience. For more information visit CMHA PEI's 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