

April 30, 2025

FOR IMMEDIATE RELEASE

National Mental Health Week is May 5-11

This year CMHA is "Unmasking Mental Health" to break down barriers, challenge stigma and support open conversations

Charlottetown, PEI ---The Canadian Mental Health Association PEI Division (CMHA PEI) is proud to announce the theme of "Unmasking Mental Health" for this year's 74th National Mental Health Week, taking place May 5-11, 2025.

During this year's annual campaign, CMHA aims to raise awareness about the significant impact that masking can have on mental health, relationships, and well-being. Masking is when we hide or suppress emotions, personality traits, behaviours, or symptoms from others. This year's campaign will encourage people to unmask the truth about mental health, while breaking down barriers, challenging stigma, and supporting open conversations.

CMHA PEI's Executive Director, Shelley Muzika, says this year's campaign will be stressing the importance of people getting the help they need. "By having open conversations about mental health and creating a safe space for everyone to feel comfortable about discussing how they are feeling, is much more beneficial than suppressing our emotions for fear of being stigmatized." Muzika adds, "By unmasking mental health we are helping more people get the support they need, when they need it."

To get involved in Mental Health Week activities, you can:

- Visit CMHA PEI's web-site at www.pei.cmha.ca for a full list of what's going on in PEI
- Download the National Mental Health Week toolkit: Visit mentalhealthweek.ca for social media graphics and resources

- Share CMHA's content and your support on social media using the hashtags #UnMaskingMentalHealth and #MentalHealthWeek.
- Start a conversation - By #UnmaskingMentalHealth through open and honest conversations we break down barriers so people can get the help they need when they need it.
- Donate to support CMHA PEI mental health programs and services at www.pei.cmha.ca
- Connect. If you or someone you love is struggling, please call our CMHA Division office at: 902-566-3034 or if you are in crisis and need immediate support, call or text 9-8-8 for free, 24/7 crisis support.

For more information on Mental Health Week 2025 please call 902-566-3034 or email: communications@cmha.pe.ca

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BACKGROUND

- 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.
- Mental health problems affect people of all ages, educational background and income levels

CMHA PEI is one of ten provincial divisions of Canada's first and only truly national mental health organization. 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. All funds donated to CMHA-PEI stay in the province in support of programs and services for Islanders. More information on the programs and services provided by CMHA-PEI can be found at: www.pei.cmha.ca