



MEDIA ADVISORY
For immediate release

The Mental Health Commission of Canada urges business and the public to support efforts to end stigma of mental illness during Mental Illness Awareness Week, October 3-9th

Calgary, Alberta, October 4, 2010 - For too long, individuals with mental illnesses have been in the shadows. Too few Canadians know about the burden of mental illness on our society, and too few people living with mental illness seek help when they need it. Mental Illness Awareness Week (MIAW) seeks to raise awareness of these issues in Canada; to reduce negative stigma about mental illness amongst the general population and health care professionals; and to promote the positive effects of best practice in prevention, diagnosis and medical treatment.

The Mental Health Commission of Canada proudly supports the efforts of the so many volunteers of the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) to combat stigma and raise public awareness about mental illness.

“CAMIMH is truly a vibrant network of national, provincial and community-based organizations dedicated to serving the mental health needs of the people of Canada from coast to coast to coast and I am very pleased to participate in this year’s Champion’s of Mental Health Awards” says Louise Bradley, President of the Canadian Mental Health Commission. Bradley will bring her support to this year’s MIAW as a speaker at the Eighth Annual Champions of Mental Health Awards on Monday, October 4, 2010 in the Fairmont Château Laurier Ballroom, in Ottawa.

“There are lots of ways you can help contribute to the success of MIAW” says Bradley, “and I encourage all Canadians to visit the MIAW website and pick one thing they can do in their community to end the stigma that so many Canadians live with everyday”. Talk about these issues openly tonight at your dinner table, volunteer in your community organizations and learn about the issues affecting 7 million Canadians. We’re making great progress, but you know and I know we still have a long way to go. By working TOGETHER, we’ll improve the system of care and the lives of everyone affected by mental health problems. It’s time for all of us to take action to bring mental illness out of the shadows forever.

About the Mental Health Commission of Canada

The Mental Health Commission of Canada is a catalyst for transformative change. Our mission is to work with stakeholders to change the attitudes of Canadians toward mental health problems and to improve services and support. Our goal is to help people who live with mental health problems lead meaningful and productive lives.

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For media requests, contact:

Karleena Suppiah, MHCC Communication
Tel: 403-385-4050
ksuppiah@mentalhealthcommission.ca

10301 Southport Lane SW, Suite 800
Calgary, Alberta, Canada T2W 1S7
www.mentalhealthcommission.ca

10301 Southport Lane sud-ouest, Suite 800
Calgary (Alberta), Canada T2W 1S7
www.commissionsantementale.ca