



## **The Mental Health Commission of Canada Encourages Canadians to Join the Conversation on Bell *Let's Talk Day***

**Calgary, February 4, 2011** – The Mental Health Commission of Canada (MHCC) is proud to support Bell Let's Talk – an anti stigma campaign culminating on February 9, Bell *Let's Talk Day*. On that occasion, Bell will contribute 5¢ for every long distance call and text message its customers make to further fund and support mental health initiatives throughout Canada.

The campaign will focus national attention on issues which are at the heart of the MHCC's work, including stigma, community care and access, research, and mental health in the workplace.

"Bell is a leader in Canada and their Bell *Let's Talk Day* is proving that once again," said Louise Bradley, MHCC President and CEO. "This program is coming at the right time. Every single one of us is touched by mental illness at some point in our lives. Unfortunately, the many stigmas associated with mental illness prevent people from talking about it. It's time we all join forces to address these issues openly and Bell is showing us the way."

Bell Canada recently announced a \$50-million investment over five years to support mental health research and services across Canada. It's the largest charitable investment by a Canadian corporation in support of mental health.

"The help is needed at every level – from community support programs, to research, to hospital foundations," said Ms. Bradley. "This investment will help millions of Canadians who are affected by mental health problems."

"We applaud corporate citizens such as Bell for championing mental health," said Michael Kirby, MHCC Chair. "We hope to see other corporations join in and help bring mental illness out of the shadows forever."

To join the conversation and for more information about Bell *Let's Talk Day* please visit the [bell.ca/letstalk](http://bell.ca/letstalk) web portal.

### **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 promote mental health and help people who live with mental health problems lead meaningful and productive lives. The Mental Health Commission of Canada is funded by Health Canada.

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