



**Canadian Mental  
Health Association**  
*Mental health for all*

## **NEWS RELEASE**

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# **A Million Points Celebrate Women Who Are Making Mental Health Matter**

*Nominate mental health champions in your community for a chance to win 1 Million Shoppers Optimum Points.*

**Vancouver, B.C.** – Are you a woman who has made an impact on your community by making mental health matter? Do you know a woman who is a champion for mental health?

The Canadian Mental Health Association, BC Division (CMHA BC) is celebrating women who are making mental health matter in BC communities with the **Shoppers Drug Mart Ride Don't Hide LOVE YOU Contest**. Help them find deserving women with your nomination.

“This contest is inspired by the women who are promoting mental health in their communities by getting loud, sharing their stories and helping break down the stigma around mental illness each year at our Shoppers Drug Mart Ride Don't Hide events,” says Bev Gutray, CEO of CMHA BC. “We want them to know their stories are being heard. It's a small way of saying thank you for making a difference.”

The Shoppers Drug Mart Ride Don't Hide LOVE YOU Contest honours women and girls in BC who have faced adversity, persevered and are now advocates for mental health in their communities. The nominees will be entered into a contest to win 1 Million Shoppers Optimum Points - worth over \$1700.

To enter, simply share your story or the story of a woman you admire at [www.ridedonthide.com/bc](http://www.ridedonthide.com/bc). Five finalists will be selected by a panel of Shoppers Drug Mart Pharmacist-owners. The winner will be determined by an online vote. The deadline for nominations is May 29; finalists will be announced on social media on June 3 for public voting and the winner will be announced on June 21.

“We are excited to honour women through the Shoppers Drug Mart Ride Don't Hide LOVE YOU Contest,” says Nayan Darji, Pharmacist-owner, Shoppers Drug Mart (Village on Marine), North Vancouver. “At Shoppers Drug Mart we've long been a proud champion of putting women's health first. We believe that when Canadian women are healthy and well, Canada is healthy and well.”

The contest is part of the **Shoppers Drug Mart Ride Don't Hide** movement in support of mental health. On June 26, CMHA is expecting more than 8,000 cyclists in 30 communities across Canada join together to ride for mental health at Shoppers Drug Mart Ride Don't Hide. Shoppers Drug Mart is the title sponsor for the rides in BC.

Cyclists of all ages are invited to sign up at [www.ridedonthide.com](http://www.ridedonthide.com) to ride with their friends, families and coworkers to promote mental health and help end the stigma around mental illness.

**About the Canadian Mental Health Association:**

Founded in 1918, the Canadian Mental Health Association (CMHA) is a national charity that helps maintain and improve mental health for all Canadians. As the nation-wide leader and champion for mental health, CMHA helps people access the community resources they need to build resilience and support recovery from mental illness. Visit the CMHA website at [www.cmha.ca](http://www.cmha.ca) today

**About Shoppers Drug Mart LOVE. YOU.**

Shoppers LOVE.YOU. – Putting Women’s Health First – is dedicated to being part of every woman’s support network through the sponsorship of a full range of national and community initiatives focused on advancing women’s health in body, mind and spirit. More information can be found at [www.shoppersloveyou.ca](http://www.shoppersloveyou.ca).

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