



#GetLoud

about what mental health really is.

CMHA Mental Health Week

May 7-13, 2018

For immediate release

What is mental health *really*?

Vancouver (May 1, 2018) – British Columbians are “**getting loud**” about what mental health *really* is.

This Mental Health Week from May 7-13, CMHA is speaking to the very heart of what mental health really is. The Canadian Mental Health Association (CMHA) has been hosting Mental Health Week in Canada since 1951. For all 67 years, we have been working hard to end the stigma related to mental illness.

1 in 5 Canadians experience a mental health illness or challenge every year. But all 5 in 5 of us have mental health, just like we all have physical health.

“We sometimes use the terms “mental health” and “mental illness” interchangeably. But being mentally well is not the absence of illness – in fact, mental health is something we *all* need to promote, protect and celebrate, says Bev Gutray, Chief Executive Officer at CMHA BC Division.

During Mental Health Week CMHA branches throughout British Columbia will be hosting a variety of local community events as part of the campaign to **Get Loud** about what mental health really is.

In Western Canada, CMHA has partnered with London Drugs on a “*Take Time for Tea*” campaign at all London Drugs stores from BC to Manitoba. “Take Time for Tea” cards, containing tips for wellness and self-care from CMHA and a stress-busting tea bag, will be available by donation during Mental Health Week at London Drugs checkouts across BC. The funds raised at each location will go directly to mental health services in that local community.

Also, on Wednesday May 9 between 8:00 am – 8:00 pm, Steve Nash Fitness Clubs across the Lower Mainland, Victoria and Kelowna will be celebrating mental health by setting up spin bikes outside of every one of their clubs. Members of the general public (no need to be an existing club member) are invited to take some time out to peddle for mental health. Steve

Nash Fitness Clubs will donate \$10 to CMHA for every kilometre that people spin. They will also donate \$1.00 for every time the hashtag **#SNFCRideDontHide** is used on May 9.

From May 7-13, 2018, mentalhealthweek.ca is the go-to site to #Get Loud about what mental health really is. CMHA suggests ways to tune into our mental health and offers tools to make it easy for Canadians to #GetLoud on social media.

Check out your local branch of [CMHA](http://cmha.ca) for details about local events in your community.

CMHA Mental Health Week was introduced in 1951 and has since become a Canadian tradition.

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mentalhealthweek.ca

#GetLoud #MentalHealthWeek #SNFCRideDontHide



@CMHABC



@CMHABCDIVISION



@CMHA_BC

About the Canadian Mental Health Association (CMHA)

Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health organization in Canada. Through a presence in more than 330 communities across every province, CMHA provides advocacy and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive. Each year in BC alone, CMHA serves more than 100,000 people all across the province. For mental health and addiction information and resources visit www.cmha.bc.ca.

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