

NEWS RELEASE

CMHA AND LONDON DRUGS LAUNCH NEW “TAKE TIME FOR TEA” INITIATIVE TO RAISE AWARENESS AND SUPPORT FOR MENTAL HEALTH SERVICES

Draft for release: Friday May 4

Vancouver, BC –The Canadian Mental Health Association BC is thrilled that locally-based mental health services will be made stronger this Mental Health Week, through a new *“Take Time for Tea”* campaign being offered at all 80 London Drugs stores across Western Canada.

“After sponsoring our suicide prevention work last fall, it is pretty amazing that London Drugs is with us again with this unique awareness and support campaign,” said Bev Gutray, the CEO of the Canadian Mental Health Association BC Division. “Pick-up a tea card at London Drugs, learn about our top tips for mental health, and make a donation if you wish. All proceeds from this campaign will go toward mental health services assisting people in need, right in our local communities.”

The “Take Time For Tea” campaign for local Canadian Mental Health Association branches runs this Mental Health Week May 7 to 13, at London Drugs stores from BC to Manitoba. Along with a stress-busting tea bag, the card contains tips for wellness and self-care from the Canadian Mental Health Association. The card reminds people *“Whether it’s tea, a good book, or a walk in the park, remember to enjoy a cup of mental health today- and share it with someone you care about.”*

This campaign follows a suicide prevention awareness campaign for World Suicide Prevention Day September 2017 funded by London Drugs, and an in-store initiative where London Drugs pharmacists received critical suicide prevention training, and mental health and suicide prevention information was displayed at pharmacy counters. Donations received through “Take time for tea” will facilitate access to resources individuals and their families require to maintain and improve mental health, as well as support recovery from mental illness.

“London Drugs is proud to continue our partnership with CMHA across Western Canada with this important “Take Time for Tea” awareness campaign,” said Chris Chiew, general manager, pharmacy, London Drugs. “Mental health affects everyone and pharmacists are in an important position to reduce stigma and get people talking about it.”

Chiew added, “Let’s get everyone talking about mental wellness and self-care. Our London Drugs pharmacists are here to listen and here to help; we are encouraging everyone to get behind the theme of Mental Health Week, and #GetLoud.”

In support of Mental Health Week, London Drugs and the CMHA also hosted a Facebook Live conversation about post-natal health and wellness on May 2. The video is available on the [London Drugs Facebook page](#).

(<https://www.facebook.com/LondonDrugs/videos/10157399078407166/>) For questions regarding post-natal health and wellness, London Drugs pharmacists are available to speak with patients.



###

About the Canadian Mental Health Association (CMHA)

CMHA is Canada's most established mental health charity and the nation-wide leader and champion for mental health. CMHA helps people access the resources they need to maintain and improve mental health, build resilience, and support recovery from mental illness. 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

ABOUT LONDON DRUGS

Founded in 1945, London Drugs has 81 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store www.LondonDrugs.com. London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,500 people with pharmacy and health care services being the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring company and continues to position itself for future growth and development. [@LondonDrugs](https://twitter.com/LondonDrugs)

For media contact and availability:

Lorna Allen

Communications Coordinator – Media, CMHA BC Division

P: 604-688-3234 ext. 6326

E: lorna.allen@cmha.bc.ca