

FOR IMMEDIATE RELEASE

CMHA's 64th Mental Health Week kicks off at Manitoba Hydro Place at noon Province to make funding announcement for youth mental health

(Winnipeg - May 4, 12 pm): Manitoba Hydro staff and members of the public will be in the main floor gallery of Manitoba Hydro Place at noon to kick off Mental Health Week (MHW), presented by the Canadian Mental Health Association – Manitoba and Winnipeg. MHW runs from May 4 to 10 and aims to raise awareness about mental health and well-being.

“We’re excited to ‘Get Loud’ with Hydro staff,” says Executive Director Marion Cooper, “Throughout the year, we do seminars on mental health in the workplace. Mental Health Week is an opportunity to make mental health a *public* health priority – for individuals to pay attention to their mental health and for all of us to call for increased services for mental health.”

Hydro staff are participating in a workplace fundraising campaign to be “Champions of mental health” and have been invited to “Get Loud” by wearing colourful or “loud” clothing. Funds raised will support CMHA-Manitoba and Winnipeg’s community mental health education activities.

The Minister of Healthy Living and Seniors, Deanne Crothers, will be on hand to proclaim the week. Crothers will be joined by Melanie Wight, Minister of Children and Youth Opportunities, who will make a funding announcement.

“Across the country, there are huge gaps in publically funded mental health care,” explains Cooper, “We’re excited that the Province is making both a proclamation for mental health week and an announcement that will invest in youth mental health services. What a great way to kick off the week.”

QX 104’s Brody Jackson will MC, with Cooper and Lucy Givoli, an Occupational Health Nurse with Manitoba Hydro, also speaking. The event will end with a video launch featuring Canadian athletes, celebrities and musicians are participating along with first responders, military families, University and high school students and others who have been affected by mental illness. The speaker portion of the program runs from 12:00 to 12:40 pm.

Marion Cooper, Executive Director, is available for interviews before and after the event.

Contact:

Tyler Pearce, Communications Manager, tpearce@cmhawpg.mb.ca, 204-982-6107 (office) or 204-801-7174 (cell)