



-FOR IMMEDIATE RELEASE-

CAMIMH Welcomes Clara Hughes to Ottawa Upon Completing Clara's Big Ride

(Ottawa, Ontario) July 1st, 2014, Today, Clara Hughes arrives in Ottawa, concluding Clara's Big Ride. Clara Hughes, a six time Canadian Olympic medalist and national spokesperson for Bell Let's Talk, has been on her cross-Canada cycling journey for 110 days. Clara's Big Ride covered 12,000 kilometers across every province and territory stopping in 95 communities across the country.

"What Clara Hughes has accomplished is almost beyond words," said John Higenbottam, Co-Chair of the Canadian Alliance on Mental Illness and Mental Health (CAMIMH). "Not only did Clara bring awareness about mental illness to every corner of our great nation, she inspired millions along the way."

CAMIMH is proud to have been on the mental health advisory committee for Clara's Big Ride providing guidance on this monumental awareness building campaign. CAMIMH advocates for mental health services for all Canadians and hopes to eliminate the stigma associated with mental illness. Clara's Big Ride was an excellent campaign designed to ensure strong, authentic engagement in communities and to build lasting awareness, acceptance and action within mental health in Canada.

"The time has come to take action for mental health by implementing the services and support needed by Canadian experiencing mental illness. With strong people behind the cause like Clara Hughes and the entire Bell Let's Talk team, we can make a difference," said Dave Gallson CAMIMH Co-Chair. "This campaign was community focused but national in scope. On Canada's national holiday it is only fitting we celebrate a Canadian hero."

To learn more about CAMIMH, please visit: camimh.ca.

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Established in 1998, the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) is an alliance of national mental health organizations comprised of health care providers and organizations representing persons with mental illness and their families and caregivers. CAMIMH's mandate is to ensure that mental health is placed on the national agenda so that persons with a lived experience of mental illness and their families receive appropriate access to care and support.

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