



-FOR IMMEDIATE RELEASE-

The Canadian Alliance on Mental Illness and Mental Health Seeks Nominations for the Champions of Mental Health Awards

New Awards Categories Named for Prominent Mental Health Awards

(Ottawa, Ontario) January 23rd, 2014. Today, the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) has officially opened nominations for the *Champions of Mental Health Awards* for 2014 with new awards categories. The annual *Champions Awards* bring together political decision makers, business leaders, members of the national media, sponsors and other stakeholders to celebrate individuals and organizations whose outstanding contributions have advanced the mental health agenda in Canada in the past year.

Nominations will now be accepted in the following categories:

Youth- Any youth who is 19 or younger as of May 1st, 2014 who has shown leadership in his or her community in promoting mental health and or mental illness awareness

Media- Any media personality or outlet who has contributed to public awareness of mental health or mental illness awareness

Workplace Mental Health- Any employer or employee who has contributed to creating a mentally healthy workplace for staff

Community Organization- Any organization that has provided great public service to community members experiencing mental illness

Community Individual-Any person, who through personal commitment has increased awareness about mental illness or reduced stigma in his or her community

Parliamentarian- Any provincial or federal Parliamentarian who has advanced the mental health agenda in Canada

“We are particularly excited to launch the nominations this year,” said Florence Budden, CAMIMH Campaign Chair 2014. “The new categories offer more opportunity for CAMIMH to honour a group of Canadians who are doing inspiring work to raise awareness about mental illness and ultimately are eliminating the stigma associated with it.”

Each year a gala is held in Ottawa to honour the recipients. The gala, presented by Bell as part of the Bell Let’s Talk mental health initiative, will be held May 5th, 2014 at the Château Laurier. CAMIMH would like to recognize its corporate sponsors who make the Champions Awards a success each year, in particular Bell (Presenting Sponsor) and Lundbeck Canada (Premier Sponsor).

“Each year the group of winners is an impressive bunch,” commented Florence. “Past winners include political activist, Margaret Trudeau (2009), former Minister of Health, The Honourable Tony Clement (2007), George Cope President and CEO of Bell (2011) and many more.”

“Mental illness is an epidemic and CAMIMH recognizes people taking action to affect change in the way mental illness is treated in Canada. They really are Champions of Mental Health.”

To nominate a Champion, please visit camimh.ca for details. Submissions will be accepted until February 28th, 2014.

Established in 1998, the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) is an alliance of 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.

For more information or to schedule an interview, please contact:

Kalene DeBaeremaeker, Champions of Mental Health Awards Committee
Tel. : 613-233-8906 Email: champions@miaw.ca