



-FOR IMMEDIATE RELEASE-

The Canadian Alliance on Mental Illness and Mental Health Opens Nominations For the 13th Annual *Faces of Mental Illness* Campaign

(Ottawa, Ontario) April 20, 2015, Today, the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) officially launched the 13th annual *Faces of Mental Illness* campaign and seeks nominations from the public. The campaign focuses on five selected individuals and empowers them to share their experiences of living with mental illnesses, and finding recovery. These stories are shared through promotional materials, in profile videos and through media and political engagement.

“As the *Faces of Mental Illness* are already advocates within their own communities, this campaign allows them to reach all Canadians. Their stories keep the conversation going on mental health and are a great way to engage with the public, stakeholders and political decision makers,” said Florence Budden, CAMIMH Campaign Chair 2015.

The *Faces of Mental Illness* campaign is a key component of *Mental Illness Awareness Week* (MIAW) running from October 4th-10th 2015. The campaign is made possible by the generous support and commitment of Bell, CAMIMH’s Presenting Sponsor, as part of the Bell Let’s Talk mental health initiative. CAMIMH would also like to recognize Lundbeck Canada for their generous contribution as Premier Sponsor.

“This campaign is about raising awareness of mental illness. The *Faces of Mental Illness* are individuals who Canadians can relate to as they share their experiences of living with mental illnesses in order to educate, reverse the stigma and help others in recovery,” concluded Budden.

To nominate yourself or someone else for the campaign, please visit camimh.ca. Nominations will be accepted until May 29th, 2015. The 2015 Faces will be announced in late June. CAMIMH would once again like to thank their generous sponsors who make this campaign possible: Bell Let’s Talk, Lundbeck Canada, The Mental Health Commission of Canada and Canada’s Research-Based Pharmaceutical Companies (Rx&D).

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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