



-FOR IMMEDIATE RELEASE-

CAMIMH Calls for Nominations for the *Faces of Mental Illness* Campaign

(Ottawa, Ontario) April 11, 2017. Today, the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) officially launched the 15th annual *Faces of Mental Illness* campaign, seeking nominations from the public. The campaign selects individuals living in recovery from mental illness and shares their experiences with the public. These stories are shared online, through promotional materials, in profile videos and through media and political engagement.

The *Faces of Mental Illness* campaign is a key component of *Mental Illness Awareness Week* (MIAW) running from October 1-7, 2017. The campaign is made possible with the generous support of Bell Let's Talk, CAMIMH's Presenting Sponsor. CAMIMH would also like to recognize the contributions of the Mental Health Commission of Canada (Gold Sponsor), Lundbeck Canada (Silver Sponsor), and Innovative Medicines Canada (Bronze Sponsor).

"We encourage Canadians of all ages, backgrounds, and from coast to coast to coast to submit their nominations. This campaign is about sharing real stories of real people. We are proud to provide an avenue for conversation and sharing about mental illness because we know that some of the best advocates for mental health are often those with lived experience," said Fred Phelps, CAMIMH Campaign Chair.

"This campaign is about capturing Canadians' attention with regards to 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 reduce the stigma and help others in recovery," concluded Phelps.

To nominate yourself or someone you know for the campaign, please visit camimh.ca. Nominations will be accepted until May 26, 2017. The 2017 *Faces of Mental Illness* will be announced in late June.

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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.

For more information, please contact:

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