



-FOR IMMEDIATE RELEASE-

## **Public Nominations NOW OPEN for the *Faces of Mental Illness* Campaign**

**OTTAWA, April 17, 2018** - Today, the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) officially launched the call for nominations for the 16<sup>th</sup> annual *Faces of Mental Illness* campaign. Canadians aged 18 and older are encouraged to apply. Each year, the campaign selects individuals living in recovery from mental illness and shares their experiences with the public. Their stories will be featured online, through promotional materials, in profile videos and through media and political engagement.

“The *Faces of Mental Illness* campaign has grown and evolved tremendously over the years and we are pleased to have Canadians from all walks of life join the campaign. We want to continue the momentum towards a stigma free society, and so we encourage all who wish to share their stories of recovery to apply,” said CAMIMH Campaign Chair Fred Phelps.

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

“This campaign is about creating a national dialogue surrounding mental health. The *Faces of Mental Illness* are Canadians who become ambassadors for moving mental health on par with physical health in the overall health conversation. This is critical for reducing stigma and helping people receive the mental health support they need,” concluded Phelps.

To nominate yourself or someone you know for the campaign, please visit [camimh.ca](#). Nominations will be accepted until June 1, 2018. The 2018 *Faces of Mental Illness* will be announced in early July at a press conference in Toronto.

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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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