



## **CAMIMH is proud to continue working with Bell Let's Talk to support those living with mental illness**

OTTAWA (January 29, 2019) - The Canadian Alliance on Mental Illness and Mental Health (CAMIMH) encourages all Canadians to talk, text, and join in on social media in support of Bell Let's Talk Day on January 30.

As the national voice for 16 health associations, CAMIMH works to raise awareness about the everyday realities of mental illness, and to end the stigma surrounding it. By age 40, 50% of Canadians will have or have had a mental illness. The Bell Let's Talk Day campaign highlights how mental illness has an impact on everyone.

"CAMIMH is delighted to work closely with Bell Let's Talk. This year, we are especially proud to have a number of ambassadors from CAMIMH's two flagship campaigns, the Champions of Mental Health and the *Faces of Mental Illness* as a larger part of the Bell Let's Talk campaign to continue their important work as advocates for mental health," said CAMIMH co-chair Chris Summerville.

The Bell Let's Talk initiative has helped to support CAMIMH's campaigns for the past seven years. Ensuring that all Canadians have access to affordable mental health services is one of the main missions of CAMIMH.

"Bell Let's Talk has worked to create a national conversation about mental health and how we can best offer our support to those who may need it. Together we can continue to make a difference for Canadian mental health by engaging on Bell Let's Talk Day," said CAMIMH co-chair Florence Budden.

CAMIMH invites everyone to join the conversation on Bell Let's Talk Day tomorrow when Bell will donate 5 cents to Canadian mental health programs for each of the following interactions:

- Talk: Every mobile call and every long distance call made by Bell wireless and phone customers
- Text: Every text message sent by Bell wireless customers
- Twitter: Every tweet and retweet using [#BellLetsTalk](https://twitter.com/Bell_LetsTalk) and Bell Let's Talk Day video view at [Twitter.com/Bell\\_LetsTalk](https://twitter.com/Bell_LetsTalk)
- Facebook: Every view of the Bell Let's Talk Day video at [Facebook.com/BellLetsTalk](https://facebook.com/BellLetsTalk) and use of the Bell Let's Talk frame
- Instagram: Every Bell Let's Talk Day video view at [Instagram.com/bell\\_letstalk](https://instagram.com/bell_letstalk)
- Snapchat: Every use of the Bell Let's Talk filter and every Bell Let's Talk video view

To learn more, please visit [Bell.ca/LetsTalk](https://Bell.ca/LetsTalk).

For more information about CAMIMH and its campaigns, please visit: [camimh.ca](https://camimh.ca)

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