



Canadian Mental  
Health Association  
Central Alberta

# Media Release

*For Immediate Release*

## **Get Loud for CMHA's 65th annual Mental Health Week!**

CMHA's 65th annual Mental Health Week is fast approaching (May 2-8). And again this year, CMHA is asking Canadians to GET LOUD for mental health!

Getting loud means speaking up to stop the discrimination and the stigma that often go hand in hand with mental illness. It means using your voice to raise awareness and build support...for someone at work...for someone at home...for yourself.

This year, we're not just getting loud. We're also wearing green in support of positive mental health. Why green? According to BC's Kelty Mental Health Resource Centre, green ribbons were used in the 1800s to label people who were considered "insane". Kelty has been using green ribbons to draw attention to the mental health issues of children and youth and now CMHA will join their campaign to give the colour green a completely new meaning. We're going to give the colour green a whole new meaning and turn the historical negative association on its head. Help remove the stigma of mental illness: wear green loud and proud!

Join us. Tell everyone to #GETLOUD during May 2-8.  
GET LOUD to maintain positive mental health. GET LOUD to get it back.

CMHA-Central Alberta will be holding a number of events and activities throughout the week to celebrate Mental Health Week and to GET LOUD with the rest of our community. Check out our website at [www.reddeer.cmha.ca](http://www.reddeer.cmha.ca) and our Facebook page frequently in the coming days for updates and event information.

### About Mental Health Week 2016

As a National non-profit organization CMHA introduced Mental Health Week (MHW) in 1951 to raise awareness of mental illness in Canada. Today, MHW offers practical ways to maintain and improve mental health and support recovery from mental illness and addictions. During Mental Health Week, CMHA encourages all Canadians to reflect on their own attitudes toward people living with mental health issues. Reducing discrimination and stigma is paramount, so that people with mental health issues can be better supported in managing or recovering from their illness.

We are paying special attention this year to the mental health of older Canadians because seniors are a vulnerable and under-treated group. Depression is the most common mental health problem for older adults and men over the age of 80 have the highest suicide rate in Canada.

For more information, contact:

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