



NEWS RELEASE
For immediate release

The Red Deer Rebels and CMHA Central Alberta team up to raise awareness about mental health during home game

February 22, Red Deer – The Red Deer Rebels and Canadian Mental Health Association (CMHA), Central Alberta are teaming up to raise awareness about the importance of mental health during an upcoming Red Deer Rebels home game.

The Red Deer Rebels game on Saturday, February 25 at 7 PM will feature:

- A CMHA-run kiosk so fans can learn more about mental health
- Videos featuring Red Deer Rebels players talking about the importance of mental health
- Public address announcements about mental health
- A great game between the Rebels and the Calgary Hitmen

The awareness campaign is part of the ongoing commitment by the Rebels and CMHA to implement *Talk Today*. *Talk Today* provides mental health support to players and raises awareness about mental health and suicide prevention throughout communities across the western Hockey League.

A key piece of the *Talk Today* program has been to educate players about mental health and suicide prevention. Every team has received mental health training specific to suicide prevention. Each team is also now linked to a CMHA Mental Health Coach, who provides support and mental health resources to individuals in need.

"This partnership just makes sense. CMHA-Central Alberta Region has already enjoyed a long standing supportive relationship with the Red Deer Rebels organization and we are now able to deepen that relationship in a very important way. Statistically we know that suicide is the second leading cause of death in young people ages 10-24 and that 70 percent of mental health problems first arise in childhood and adolescence. Hockey players are not immune to this and have the additional concerns of being away from home, sports injuries such as concussions, and the stress of playing at an elite level. We are thrilled we can be part of making this a safer and more supportive environment for all of the athletes, coaches, and parents," said Trish McAllister-Hall, Executive Director/ of CMHA Central Alberta Region.

Tickets for the game are still available. Ticket prices for Adult are \$21.75 – Youth/Senior 13-17 or 65+ \$16.75 – Child 3-12 \$12.75

Read more about *Talk Today* <http://reddeer.cmha.ca/news/talk-today/>

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