

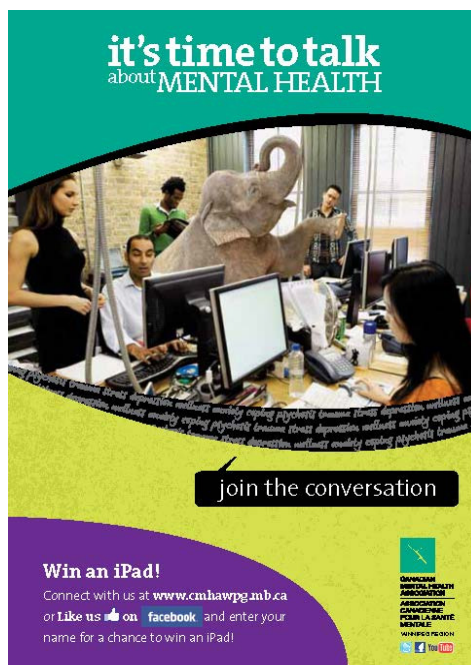
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# News Release

FOR IMMEDIATE RELEASE

## It's Time to Talk About the Elephant In The Room



**Winnipeg, MB, March 1, 2011** – The Canadian Mental Health Association Winnipeg Region (CMHAW) is opening up a conversation about mental health with the launch of a marketing campaign titled: "It's time to talk about mental health. Join the Conversation."

"Often times, the topic of mental health is the Elephant in the Room." said Nicole Chammartin, Executive Director of CMHAW. She went onto say "Our campaign is designed to address the elephant in the room and encourage Winnipeggers to have open, candid conversations about mental health."

During the month of March, campaign material such as postcards, posters, resource guides and advertisements on Health Media Networks televisions will be seen throughout the city of Winnipeg. Each piece depicts a commonplace life scene with an elephant in the room, symbolic of this often unspoken subject that is likely there in every room. "1 in 5 Manitobans will experience a mental health issue in their lifetime" said Ms. Chammartin, "essentially this means a lot of rooms and a lot more elephants!"

To further engage the public in the campaign, CMHAW is running a contest on their Facebook page and website from March 1 to 31<sup>st</sup>. Winnipeegers are encouraged to visit CMHAW online at [www.cmhawpg.mb.ca](http://www.cmhawpg.mb.ca) and share a story about mental health and enter to win an iPad.

In conjunction with the launch of the Elephant in the Room campaign, CMHAW now has a presence on the social media sites of:

Facebook: [www.facebook.com/pages/Canadian-Mental-Health-Association-Winnipeg/150840014971965?sk=wall#!/pages/Canadian-Mental-Health-Association-Winnipeg/150840014971965?sk=app\\_4949752878](http://www.facebook.com/pages/Canadian-Mental-Health-Association-Winnipeg/150840014971965?sk=wall#!/pages/Canadian-Mental-Health-Association-Winnipeg/150840014971965?sk=app_4949752878)

Twitter: <https://twitter.com/#!/WpgMentalHealth>

YouTube: <http://www.youtube.com/user/CMHAWpg?feature=mhum>