



-FOR IMMEDIATE RELEASE-

Nominations NOW OPEN for the annual *Faces of Mental Illness* Campaign

OTTAWA, May 9, 2019 – The Canadian Alliance on Mental Illness and Mental Health (CAMIMH) today issued a call for nominations for the 17th annual *Faces of Mental Illness* campaign. 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 last 16 years and we are pleased that more and more Canadians from all walks of life celebrate the campaign,” said CAMIMH Co-Chair, Florence Budden. “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.”

The *Faces* campaign is a key component of *Mental Illness Awareness Week* (MIAW) running from October 7-11, 2019 and is made possible by the generous support and commitment of presenting sponsor [Bell Let's Talk](#). CAMIMH would also like to recognize the 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 more than creating a national dialogue surrounding mental health – it is about advocating for real people, the real life experiences of those living with mental illness, and honouring them for their bravery in sharing their stories. The *Faces of Mental Illness* are Canadians who become ambassadors for putting mental health on par with physical health in the overall health conversation. The campaign is critical for continuing to reduce stigma and helping people receive the mental health support they need,” concluded Budden.

To nominate yourself or someone you know for the campaign, please visit [camimh.ca](#). Nominees must be 18 years or older. Nominations will be accepted until June 6, 2019. The 2019 *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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