



Bell Let's Talk ready to surpass 1 Billion total messages of support, \$100 Million in Bell funding for mental health on Bell Let's Talk Day January 30

- Total interactions on Bell Let's Talk Day since the annual event began in 2011 stand at 867,449,649; Bell funding for the mental health cause is currently \$93,423,628.80
- Bell will again donate 5 cents for each eligible social media interaction, text, mobile call or long distance call made on Bell Let's Talk Day 2019
- Twitter Canada reports that [#BellLetsTalk](#) was the most-used Canadian Twitter hashtag and the most retweeted in all of 2018

MONTRÉAL, December 5, 2018 – Already the world's biggest conversation about mental health, Bell Let's Talk is set to pass a pair of major milestones on Bell Let's Talk Day 2019 this January 30 – a billion total messages of support for mental health and \$100 million in total Bell funding.

Canadians and people around the world have exchanged almost 900,000,000 messages across multiple platforms on the 8 annual Bell Let's Talk Days since the first was held in 2011. With Bell donating 5 cents to Canadian mental health for each of these texts, mobile and long distance calls, and social media interactions at no extra cost to participants, Bell's total funding commitment has already surpassed \$93 million, including the company's original \$50 million anchor donation.

"Bell Let's Talk Day is built on your engagement in the mental health conversation and millions of people across Canada and around the world have taken up the cause each year. Your participation drives both awareness and action, as Bell commits its new funding for mental health based on the volume of Bell Let's Talk Day engagement," said Mary Deacon, Chair of Bell Let's Talk. "It's been an incredible outpouring of support for those who struggle with mental illness over the last 8 years, and we're now ready to break a billion total messages. I invite you to add your voice to the conversation on January 30 to get us there – and help drive Bell's total donations to Canadian mental health programs past \$100 million at no cost to you!"

How to join the conversation

On Bell Let's Talk Day, Bell donates 5 cents to Canadian mental health programs for each of these interactions at no cost to participants beyond what they would normally pay their service provider for online or phone access:

- Twitter: Every tweet and retweet using [#BellLetsTalk](#) and Bell Let's Talk Day video view at [Twitter.com/Bell_LetsTalk](#)
- Facebook: Every view of the Bell Let's Talk Day video at [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](#)
- Snapchat: Every use of the Bell Let's Talk geofilter and video view
- 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



Tops on Twitter

[#BellLetsTalk](#) was the most-used Canadian Twitter hashtag in 2018 and of all time, and was also the most retweeted by Canadians this year. In fact, according to Twitter Canada, 3 of the country's top 5 most-retweeted in 2018 – including a tweet of support from [Ellen DeGeneres](#) – were about Canada's mental health initiative.

Across all platforms, Bell Let's Talk Day 2018 saw a record 138,383,995 messages of support, driving new Bell donations of \$6,919,199.75. Total Bell Let's Talk Day interactions to date are 867,449,649; Bell funding for mental health programs currently stands at \$93,423,628.80.

Bell Let's Talk Day 2019 is set for Wednesday, January 30 and the awareness campaign, featuring the Friends of Bell Let's Talk and their personal stories of living with mental illness, begins January 3.

The Bell Let's Talk mental health initiative is focused on 4 key action pillars: Anti-stigma, Care and Access, Research and Workplace Leadership. Since launching in September 2010, Bell Let's Talk has partnered with more than 900 organizations providing mental health services throughout Canada, including major donations to hospitals, universities and other care and research organizations. To learn more, please visit Bell.ca/LetsTalk.

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