



For immediate release

Bell applauds Campbell family's ground-breaking support of mental health

MONTRÉAL, November 28, 2011 – Bell today applauded the Campbell family for their generous commitment of \$30 Million to support new interdisciplinary research into mental illness and addiction. Announced this morning, the family's gift to the Centre for Addiction and Mental Health (CAMH) is the largest-ever private donation in support of Canadian mental health.

"We congratulate the Campbell family for establishing the Campbell Family Mental Health Research Institute at CAMH to support much-needed research in the detection, treatment and care of mental illness," said Mary Deacon, Chair of the Bell Let's Talk mental health initiative. "Accelerated investments in Canadian mental health care at every level – by government, corporations and private contributors like the Campbells – are essential to enable the ground-breaking work of world-leading Canadian organizations like CAMH."

In May 2011, Bell announced a \$10-million contribution to support new care and research initiatives at CAMH and redevelopment of the hospital's campus – including the new Bell Gateway Building central hub. The contribution is part of the 5-year, \$50-million Bell Let's Talk initiative, the largest corporate program ever in support of Canadian mental health.

Bell Let's Talk Day – February 8, 2012

Canadian Olympian Clara Hughes will lead the second annual Bell Let's Talk Day on February 8, 2012, a national event that invites Canadians to join the growing conversation about mental health in order to fight the lingering stigma around mental illness.

"On behalf of Bell Let's Talk Day, I applaud the incredible commitment to Canadian mental health shown by the Campbell family with their record donation today," said Ms. Hughes. "It's a very clear signal of support for mental health awareness and action. Canadians are quickly embracing the issue of mental health, and we look forward to ramping up the conversation even more with the upcoming Bell Let's Talk Day this February 8!"

Bell donates an additional 5 cents to mental health initiatives for every text message sent and long distance call made by Bell and Bell Aliant customers on Bell Let's Talk Day. The more than 66 million text messages and long distance calls made by Bell and Bell Aliant customers on the inaugural Bell Let's Talk Day in February 2011 generated \$3.3 million in new funding for Canadian mental health programs.

The Bell Let's Talk Mental Health Initiative

Bell Let's Talk is a \$50-million, multi-year charitable program that promotes mental health across Canada based on four key pillars: anti-stigma, care and access, research, and workplace best practices. To learn more about the Bell Mental Health Initiative and the Bell Let's Talk anti-stigma campaign, please visit Bell.ca/LetsTalk.

About Bell

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