NEWS RELEASE  
For immediate release

[Team] and [AQPS/CPS/CMHA] team up to  
raise awareness about mental health during home game

[Date, City] – The [club name], Canadian Mental Health Association (CMHA) and [Insert AQPS or local CPS] are teaming up to raise awareness about the importance of mental health during an upcoming [club name] home game.

The [club name] game on [date] at [time] will feature:

• A local AQPS/CPS/CMHA-run kiosk so fans can learn more about mental health

• Videos featuring [club name] players talking about the importance of mental health

• Public address announcements about mental health

• Detail of what is going on at the game [if necessary]

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The awareness campaign is part of the ongoing commitment by the QMJHL, [club name], Canadian Mental Health Association, [local CPS] and l’Association québécoise de prévention du suicide 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 QMJHL.

A key piece of the Talk Today 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 Mental Health Coach, who provides support and mental health resources to individuals in need.

“[Quote from local team contact],” said [name], [position] of the [local club].

“[Quote from local CPS using key messages provided],” said [name], Executive Director/CEO/Suicide Intervention Coach of CPS.

“[Quote from AQPS using key messages provided],” said [name], Executive Director/CEO/Mental Health Coach of AQPS.

“CMHA would like to commend the league and its teams for their commitment to promoting mental health. By participating in Talk Today, they are helping educate athletes and their families about mental health, and encouraging them to talk about it openly. Mental health is everyone’s concern” said Geneviève Fecteau, Executive Director, CMHA Québec Division and Montréal Branch.

Tickets for the game are still available, starting from $[price].

For ticket information, contact [info from local club].

Read more about Talk Today [link to web story].

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Media Contact:

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[title] [title]

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