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***[NOTE: CMHA Ontario logo should be replaced with local CMHA branch logo, and NOJHL logo can be replaced with local team logo.]***

NEWS RELEASE

For immediate release

**[Team], CMHA [Branch] partner for annual *Talk Today* game in support of mental health awareness**

[City, Date] – The [club name] have partnered with Canadian Mental Health Association, [name of local branch] for the first annual *Talk Today* game in support of mental health awareness on [date and time of game] when the [club name] take on the [opponent name] at [arena name].

*Talk Today* is one of the most comprehensive mental health programs for amateur sports in Canada. It strives to promote the mental health of young athletes while spreading awareness about the benefits of positive mental health throughout communities across the country.

The game day experience will have several features to promote the importance of mental health, including:

* A CMHA-run kiosk on the concourse where fans can learn more about mental health and the organization’s community-based services
* A ceremonial puck drop and photo opportunity with CMHA [branch name]
* Videos featuring [club name] players talking about the importance of mental health ***(Note: optional bullet)***
* Public service announcements about mental health and CMHA [name of local branch]
* A CMHA fundraising component

This mental health awareness game is part of the [club name]s’ new partnership with CMHA [local branch] and its Talk Today program. *Talk Today*, an initiative of CMHA [local branch] in partnership with CMHAs nationwide,collaborates with amateur sports organizations across Canada to bring mental health awareness and suicide-prevention training to young athletes.

The key piece of the Talk Today program has been to educate players about mental health and suicide prevention, in addition to linking each team to a CMHA Mental Health Coach who provides support and mental health resources to individuals in need. Since its launch in 2014, *Talk Today* has delivered suicide prevention training and provided resources to more than 3,300 athletes, 200 coaches, 400 billets/parents and 150 staff in junior hockey, and high school, college and university athletics.

“[Quote from local CMHA branch using key messages provided],” said [name], executive director/CEO/mental health coach of CMHA [local branch].

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

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].

***About the Canadian Mental Health Association:***

*Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health organization in Canada. Through a presence in more than 330 communities across every province, CMHA provides advocacy, programs and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive. For more information, visit* [*www.cmha.ca*](http://www.cmha.ca)*.*

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Media contacts:

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