NEWS RELEASE

For immediate release

**[Team] to host mental health awareness game in partnership with CMHA [Branch]**

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

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
* Public service announcements about mental health and CMHA [name of local branch]
* Mental health signs for fans to write on and show in unison at a designated stoppage in play
* A CMHA fundraising component

This mental health awareness game is part of the [club name]’s ongoing partnership with CMHA [local branch] and its Talk Today program. Launched across the Western Hockey League in 2016, Talk Today provides an important opportunity to address the mental health needs of players. Through this program, over 800 WHL players and over 100 coaches, billets and staff have received mental health and suicide prevention training across the league.

The key piece of the Talk Today program has been to educate players about mental health and suicide prevention. Each team is also linked to a CMHA mental health coach, who provides support and mental health resources to individuals in need.

“[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].

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Media contacts:

[name] [name]

[title] [title]

[CMHA local branch] [local club]

[phone number] [phone number]

[email address] [email address]