NEWS RELEASE

For immediate release

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

[Date, City] – The [club name] and Canadian Mental Health Association (CMHA), [name of local] Branch 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 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 [club name] and CMHA [local branch] 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 [league name].

A key piece of the Talk Today program 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 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 Contact:

[name] [name]

[title] [title]

[CMHA local branch] [local club]

[phone number] [phone number]

[email address] [email address]