



**MEDIA RELEASE – FOR IMMEDIATE RELEASE**

## **The Canadian Alliance on Mental Illness and Mental Health announces new accessible website and the launch of the 2021 Champions Campaign**

**OTTAWA, April 13, 2021** – Today, the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) is pleased to announce the launch of a new and improved website. Among the changes, CAMIMH is proud to be taking steps to improve the accessibility of their online information and resources by implementing AODA compliance standards, which will be fully available by year end.

“After decades of work, we are excited to be making major changes with this new website. Our hope is to deliver information and resources about our campaigns in an inclusive and accessible way,” said Ellen Cohen, CAMIMH Co-Chair.

In addition to the new website, CAMIMH will also be opening up nominations at the end of this month for this year’s Champions of Mental Health Campaign. The Champions of Mental Health Awards is one of Canada’s premiere mental health campaigns. Each year, this national campaign recognizes exceptional thought-leaders who have made outstanding contributions to the field of mental health in Canada. The nomination period opens on April 30<sup>th</sup> and closes on June 15<sup>th</sup>. You will be able to nominate someone on our new website, [here](#).

“For years, our Champions of Mental Health have made massive strides in destigmatizing mental illness and furthering a mental health agenda across Canada,” said Florence Budden, CAMIMH Co-Chair. “Now more than ever, we need Champions who are actively helping Canadians with their mental health.”

The growing body of Champions alumni represents some of the best advocates for mental health in Canada. This impressive scope of nominees provides CAMIMH with a unique position to spread the conversation about mental illness into every region across the country. If you know someone who represents the qualities of a Champion of Mental Health, please nominate them for this year’s awards. A virtual *Champions of Mental Health Gala* will be held on October 5, 2021 during Mental Illness Awareness week.

To check out the new website, learn more about CAMIMH or nominate someone on April 30<sup>th</sup> to be a Champion of Mental Health, please visit us at <https://www.camimh.ca/>

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*Established in 1998, the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) is an alliance of mental health organizations comprised of health care providers and organizations representing persons with mental illness and their families and caregivers. CAMIMH’s mandate is to ensure that mental health is placed on the national agenda so that persons with a lived experience of mental illness and their families receive appropriate access to care and support.*

CANADIAN ALLIANCE  
ON MENTAL ILLNESS  
AND MENTAL HEALTH



ALLIANCE CANADIENNE  
POUR LA MALADIE MENTALE  
ET LA SANTÉ MENTALE

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