

Chair of Bell Let's Talk campaign speaking in Winnipeg

Mary Deacon gives keynote, funding announcement in lead up to Bell Let's Talk Day

JANUARY 19, 2017, WINNIPEG – One week before Canadians share millions of messages aimed at ending stigma around mental illness, the Chair of Bell Let's Talk will take a capacity Winnipeg Chamber of Commerce crowd behind the scenes of her work.

Mary Deacon, one of Canada's most respected mental health advocates, will speak to an audience of over 450 business, government and community leaders. The inaugural President of the Centre for Addiction and Mental Health Foundation, Mary Deacon has chaired Bell Let's Talk since its launch in 2010. She will offer insights from an initiative that's played an important role in bringing mental health into daily conversation.

"If you go back a decade, open discussions on mental health, especially in the workplace, were not commonplace," says Loren Remillard, President and CEO of The Winnipeg Chamber of Commerce. "In addition to providing significant Bell funding of mental health research and programs across the country, Bell Let's Talk has helped make mental illness and mental health a mainstream conversation. And that's benefitted all of us."

"People from across Manitoba need to come together to start a discussion around mental health," says Dr. Erma Chapman, Chief Executive Officer of Macdonald Youth Services. "We have a new program to help with this discussion—our Family Navigator Program helps families with youth ages 13 to 24 to access mental health resources in Manitoba. We know it's tough to talk about these issues and we are thankful to be a part of this important conversation."

A funding announcement will conclude Mary Deacon's keynote.

Let's Talk Mental Health

Wednesday, January 24

The Canadian Museum for Human Rights

11:45 A.M. Program starts

12:00 P.M. Lunch

12:25 P.M. Program resumes

12:35 P.M. Mary Deacon keynote and funding announcement

*Pool sound available

**Scrum opportunity following the event

Bell Let's Talk Day is January 31. Bell will donate 5 cents to Canadian mental health programs for each of these interactions on January 31, at no extra cost to participants:

- Text and talk: Every text message, mobile and long distance call made by Bell Canada, Bell Aliant and Bell MTS customers
- Twitter: Every tweet using #BellLetsTalk and Bell Let's Talk Day video view
- Facebook: Every view of the Bell Let's Talk Day video at [Facebook.com/BellLetsTalk](https://www.facebook.com/BellLetsTalk) and use of the Bell Let's Talk frame
- Instagram: Every Bell Let's Talk Day video view
- Snapchat: Every use of the Bell Let's Talk filter and video view

For more details about Bell Let's Talk, please go to Bell.ca/LetsTalk.

About The Winnipeg Chamber of Commerce

The Winnipeg Chamber of Commerce, founded in 1873, is the largest organization representing the voice of business in Winnipeg. Our mission is to foster an environment in which Winnipeg business can prosper.

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