MEDIA RELEASE

Mental Health Matters Event Returning to Northumberland County

NORTHUMBERLAND COUNTY- Northumberland Hills Hospital (NHH) Foundation and NHH Community Mental Health Services (NHHCMHS) are pleased to share details of the 3rd annual *Mental Health Matters* – a free evening in support of mental health awareness. This year's event will take place at The Capitol Theatre on Wednesday, February 5 from 7:00p.m.-9:00p.m. and will welcome Mark Henick – a prolific mental health advocate, speaker, strategist, writer, podcaster, and media commentator – to the stage.

Henick's story of searching for "the man in the light brown jacket" who saved his life from a teenage suicide attempt captured global attention, and when he learned of products being sold on Amazon that promoted suicide, his successful online petition to have them removed garnered tens of thousands of signatures. His TEDx talk, *Why We Choose Suicide*, is among the most watched in the world.

"We're happy to be partnering with the NHH Foundation once again to continue to raise awareness of mental health and try to end the stigma associated with it," shares Jennifer Cox, NHH's Integrated Director, Mental Health, Community Programs and Services. "Bringing such an advocate for mental health to our community, who has lived experience and an incredible story to share, will no doubt leave a lasting impact on those in attendance."

Henick has dedicated his life from an early age to opening minds and creating change. His talks are informed by his direct experience with stigma and the mental health care system, and he brings his diverse and unique perspective to every audience as someone who has been a patient, a professional, a policy influencer, and a public figure in the mental health system.

In addition to Henick's talk, this evening will include the art installation, *Photovoice.* Featuring photography created by clients of NHHCMHS, *Photovoice* further highlights the importance of telling one's story on the path to emotional healing. Through *Photovoice*, clients give an inside look at their real and raw experiences living with a mental illness and dispel stigma surrounding mental illness. Clients will be on hand to showcase and sell their work.

This is a free event with a dessert reception to follow, and attendees are encouraged to pre-register to secure a spot. Tickets can be reserved at www.nhhfoundation.ca/events.

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For more information, please contact:

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About the Northumberland Hills Hospital Foundation – The mission of the Northumberland Hills Hospital Foundation is to inspire generous giving to enable exceptional patient care at Northumberland Hills Hospital. With a dedicated team of enthusiastic volunteers and staff, the NHH Foundation is passionately committed to improving health care and the quality of life for people living in west Northumberland. Since 2002, the NHH Foundation has raised over $57 million to build and equip Northumberland Hills Hospital. This support comes from generous community support through a variety of programs including major gifts, planned giving, signature and third party events, direct mail and commemorative giving. For more information, visit: www.nhhfoundation.ca or like us on Facebook.

About Northumberland Hills Hospital Community Mental Health Services - NHH's Community Mental Health Services assist individuals who are experiencing mild to severe mental health concerns. Primarily geared to those 16 years of age and older, the program provides treatment and support for individuals experiencing: depression and bipolar disorder; anxiety, phobias, panic disorders and traumatic stress; schizophrenia and other psychotic disorders; personality disorders; and mental health crisis. Counselling services are available for those coping with mild to moderate mental health issues, including a walk-in clinic option now serving individuals aged 7 and up (operated in partnership with Rebound Child and Youth Services), on Tuesdays (8:00 AM – 4:00 PM) and Thursdays (10:00 AM -6:00 PM) at 1011 Elgin St. West, Suite 200, in Cobourg. Self-referrals are accepted, as are referrals from family physicians, the Hospital and community agencies. NHH's Community Mental Health Services team is made up of registered professionals in the disciplines of psychology, social work, nursing, addictions, occupational therapy, vocational rehabilitation and psychiatry. All have specific expertise in mental health. For further details, please see www.nhh.ca.