



**Canadian Mental
Health Association**
Newfoundland and Labrador

FOR IMMEDIATE RELEASE

Canadian Mental Health Association- NL gets a boost from Bell Aliant

St. John's, NL September 13, 2012 The Newfoundland and Labrador division of the Canadian Mental Health Association is pleased to announce that Bell Aliant will once again be the presenting sponsor of this year's Mindscapes Exhibit and Gala on October 4, 2012 in St. John's.

With Mental Illness Awareness Week (Sept 30 – October 7) as its backdrop, the CMHA-NL Mindscapes Gala and Exhibit showcases the talent of aspiring and established artists living with mental illness, or mental health issues. The exhibit gives artists the opportunity to channel their artistic talents into developing life skills such as resilience and fostering personal recovery. Twenty-five pieces will be exhibited at Rogue Gallery, Eastern Edge. Opening night is Friday, September 28th.

"One in five Canadians deals with mental health issues so when we talk openly about mental illness, we are helping people become more understanding and tolerant," says Liz Clift, Director of Business Sales at Bell Aliant. "Sponsoring the Mindscapes Gala makes perfect sense for us as it reinforces our commitment to mental health in Newfoundland & Labrador." Bell Aliant is contributing \$10,000 and other in-kind donations to the cause.

This year's Mindscapes Gala will be held at the Delta Hotel on October 4th. The evening will consist of a dinner and live and silent auctions. Louise Bradley, CEO of the Mental Health Commission of Canada and fellow Newfoundlander, is the keynote speaker. Master of Ceremonies for the evening is Marthe Bernard, local actress and *Republic of Doyle* cast member. For more information contact:

About Louise Bradley, President and CEO, Mental Health Commission of Canada

Originally from St. John's, Louise became a Registered Nurse in Newfoundland. She also studied at Dalhousie University and later obtained a Master of Science with a specialization in Mental Health from Northeastern University, Boston.

Louise moved to Alberta to become the Senior Operating Officer for the University of Alberta Hospital in Edmonton and, in the spring of 2009, joined the Mental Health Commission of Canada as its Chief Operating Officer.

In April 2010, Louise became President and CEO of the Mental Health Commission of Canada.

About CMHA-NL

The Canadian Mental Health Association, Newfoundland and Labrador Division (CMHA-NL), is a voluntary, non-profit, charitable organization established in 1964 to promote a better understanding of mental health and mental illness in the province. As a division of the **National Canadian Mental Health Association**, our mission is to promote the mental health of all and to support the resilience and

recovery of people experiencing mental illness. This mission is accomplished through advocacy, public education, research, and service. CMHA-NL division's head office is in St. John's, and we also have two new regional offices located in Grand Falls-Windsor (Central) and Stephenville (Western).

About Bell Aliant

Bell Aliant (TSX: BA) is one of North America's largest regional communications providers and the first company in Canada to cover an entire city with fibre-to-the-home (FTTH) technology with its *FibreOP* services. Through its operating entities, it serves customers in six Canadian provinces with innovative information, communication and technology services including voice, data, Internet, video and value-added business solutions. Bell Aliant's employees deliver the highest quality customer service, choice and convenience.

-30-

Contact Info:

George Skinner
Executive Director
CMHA-NL
gskinner@cmha-nl

Contact Info:

Rebecca Bell
Community Relations Manager
Bell Aliant
rebecca.bell@bellaliant.ca