



Mood Disorders Association of Ontario
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MEDIA RELEASE – for immediate release
“CHECK IT OUT” MENTAL ILLNESS AWARENESS WEEK
October 4th – 10th, 2009

The Mood Disorders Association will be in three subway stations (King, Bloor and Eglinton) Wednesday October 7th during the morning rush hour to promote regular “check-ups” for mental health and will be distributing the magnets you see here:



This year, the focus of MDAO’s Mental Illness Awareness Week campaign, October 4th to 10th, will be to encourage Ontarians to be proactive about their mental health by going to the Check Up from the Neck Up website and “check it out”.

We are encouraging early intervention and would like all Ontarians to know that early intervention helps to ensure good mental health, and saves lives.

Together, let’s raise awareness of mental illness in Ontario and promote early intervention and regular check-ups. It’s just as important as your regular physical check up.

Get yours today at: www.checkupfromtheneckup.ca

The Mood Disorders Association of Ontario works every day to open hearts and minds not only to the suffering, but also to inspire hope and effect change for those of us living with mood disorders.

Mental Illness Awareness Week (MIAW) is an annual national public education campaign designed to help open the eyes of Canadians to the reality of mental illness. The week was established in 1992 by the Canadian Psychiatric Association, and is now coordinated by the [Canadian Alliance on Mental Illness and Mental Health](http://www.camimh.ca) (CAMIMH) in cooperation with all its member organizations and many other supporters across Canada.

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