



Oct. 11, 2007

**Media Advisory**

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## ATTENTION ASSIGNMENT EDITORS

### **Calgary Counselling Centre celebrates a HAPPY depression screening day**

#### **Cake give away on Stephen Avenue Mall on Oct. 11,**

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Calgary, AB – Oct. 11, 2007 – Calgary Counselling Centre (CCC) strives to conquer depression on Oct. 11, 2007. This will be the third time free depression screening offered by CCC and new efforts are in place to reach out to a larger demographic. CCC has teamed up with the great folks from the Calgary Downtown Association and Cakeworks to host a great cake giveaway on Stephen Avenue Mall today at noon to raise awareness for the event.

“For some people, discovering the way they’ve been feeling could, in fact, be depression should give them a reason to celebrate,” says Robbie Babins-Wagner, Calgary Counselling Centre CEO. “Depression is treatable – our confidential screening service on National Depression Screening Day indicates to participants the presence or absence of symptoms and offers referral for further assessment. Soon, they could be on the road to recovery.”

The Mayor’s office has proclaimed Oct. 11, 2007 as National Depression Screening Day in support of CCC’s initiative to provide education and treatment for depression.

Confidential screening is available online through [calgarycounselling.com](http://calgarycounselling.com) (midnight to midnight) or by calling the Centre directly at 265.4980 (from 9 a.m. to 8 p.m.). There will also be screening forms available at the cake giveaway.

What:	Calgary Counselling Centre cake giveaway for National Depression Screening Day
When:	11:45 a.m. (cake will be distributed promptly at noon) It’ll probably only take 15 minutes for Calgary Counselling Centre volunteers to give away delicious Cakeworks cake to Calgarians walking along the Mall.
Where:	Stephen Avenue Mall – in front of the Bay
Why:	Depression is a treatable illness experienced at some time by nearly 20 per cent of Calgarians. An estimated 75 per cent of those who suffer symptoms of depression never seek help.

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#### **For more information, please contact:**

Kathleen Bell, Communications Officer, Calgary Counselling Centre

(c) 403.561.1187 or (e) [kathleen.bell@calgarycounselling.com](mailto:kathleen.bell@calgarycounselling.com)

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Calgary Counselling Centre is a registered charitable organization, and the leading research and knowledge-based counselling facility in Canada. Since 1962, the Centre has been committed to providing compassionate, professional and affordable counselling services that help build better lives for Calgarians through positive outcomes. Offering service in over 15 languages, the Centre is also a recognized leader in the treatment of family violence, depression, self esteem and eating disorders. Through its ongoing research and education programs, Calgary Counselling Centre strives to meet the changing needs of our community. The Centre’s fee structure is based on income - no one is turned away for an inability to pay.

