



May 23, 2008

Media Advisory

Calgary Counselling Centre to Sink the Stigma of Mental Health at Lilac Festival

Calgary, AB – May 23, 2008 –. Calgary Counselling Centre will be at the Lilac Festival this Sunday, May 25th, with our Sink the Stigma promotion. Rain or shine our volunteers – dressed to the nines in oh-so-fashionable stigma suits – will be on hand at the Calgary Counselling Centre dunk tank; offering Calgarians the chance to sink the stigmas associated with mental health... literally.

We are attempting to Sink the stigma of seeking help - for counselling, or help in general for a mental health problem. It's a light hearted approach to something that is actually a really serious problem. People think it's OK for other people to go seek help, but many don't feel they need help themselves. We're hoping to help Sink that impression - for the better.

One in five Canadians will experience some kind of mental illness in their lifetime, but studies show that only 11 per cent of people with a diagnosable problem will seek counselling. The Sink the Stigma promotion is aimed at helping Calgarians shake off the social and self stigmas about mental health issues in order to help them feel more comfortable asking for help.

Calgary Counselling Centre will also be represented in the Lilac Festival parade, staff and volunteers will be on hand to answer questions or provide more information about the Centre and the Sink the Stigma promotion.

Who: Calgary Counselling Centre

What: Sink the Stigma promotion launch at dunk tank

When: Sunday May 25, 2008 -10 a.m. (parade); 11 a.m. (dunk tank/booth)

Where: Lilac Festival

4th street and 18th Avenue S.W. (across from the food court)

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For more information, or to arrange an interview, please contact:

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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.