



PRESS RELEASE

For immediate release

MAJOR AWARENESS-RAISING CAMPAIGN OF DEPRESSION

Montreal, October 1st, 2005 - From October 3rd to November 30th, 2005, the Mental Illness Foundation will present its first major awareness-raising campaign. The objective of this campaign is to help better understand what people affected by depression experience and change the perceptions toward them while offering a big visibility to the Foundation. This media campaign included a public interest message for television and radio, large-format posters, an insert and publicity on the Internet.

We owe the success of this campaign to the participation of the creators Benoît Pilon and Stéphane Goneau of Arthur & Merlin, the producer Marie-France Lemay from Les films Sputnik, the filmmaker Patrick Demers and to the support of several television channels.

The radio announcement interpreted by Denis Bernard and conceived along the same lines was also broadcast over all the stations of the Astral Radio network, thanks to the collaboration of its President, Jacques Parisien.

The creators of Arthur & Merlin also created two visuals for large-format publicity panels that translated the sense of powerlessness and lack of energy a depressed person feels. Between October 3rd and the end of November, the posters will be graciously posted by Astral Media on a dozen huge outdoor billboards along highways in the greater metropolitan region. An insert, produced by the Foundation with the help of the daily, Le Soleil, will also be inserted in that paper as well as in La Presse and Le Devoir on October 9th, 2005.

Thanks to CloudRaker, which specializes in website design, these visuals will also appear on various prestigious websites such as Sympatico, Cyberpresse, Radio-Canada and Infopresse. All internet users who will click on one or another of these visuals will instantly find themselves on the Foundation's website, and will also have the possibility to see the public interest message on our website.

The Foundation wish to reach, with this campaign, as more people as possible and raise awareness of the situation lived by persons affected.

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Source : Mental Illness Foundation
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