



**Canadian Mental Health Association**  
Haliburton, Kawartha, Pine Ridge

**NEWS RELEASE – February 22, 2017**

**Subject:** Canadian Mental Health Association Haliburton, Kawartha Pine Ridge and the Peterborough Petes team up to raise awareness about mental health.

**Event Date: Thursday, February 23, 2017**

The Peterborough Petes and Canadian Mental Health Association Haliburton, Kawartha, Pine Ridge (C.M.H.A. H.K.P.R) are teaming up to raise awareness about the importance of mental health during an upcoming Peterborough Petes home game.

The Peterborough Petes “Talk Today” game on **Thursday, February 23<sup>rd</sup>** will feature:

- C.M.H.A. H.K.P.R kiosk so fans can learn more about mental health
- Videos featuring Peterborough Petes players talking about the importance of mental health
- Public address announcements about mental health
- The chance to *enter to win* a Signed Peterborough Petes Jersey by purchasing “Chuck a Pucks” before the game and during 1<sup>st</sup> intermission - \$2 each or 3 for \$5.

The awareness campaign is part of the ongoing commitment by the Peterborough Petes and C.M.H.A. H.K.P.R. to implement *Talk Today*. *Talk Today* provides mental health support to players and raises awareness about mental health and suicide prevention throughout communities across the Ontario Hockey League.

A key piece of the *Talk Today* program has been to educate players about mental health and suicide prevention. Every team has received mental health training specific to suicide prevention. Each team is also now linked to a C.M.H.A. Mental Health Coach, who provides support and mental health resources to individuals in need.

“C.M.H.A. H.K.P.R is very proud of this innovative suicide prevention initiative, which was created in collaboration with the OHL through a partnership with our own branch and delivered first to the Peterborough Petes.” said Mark Graham, C.E.O., C.M.H.A. H.K.P.R.

General Manager Mike Oke of the Peterborough Petes states “The Petes are proud to partner with the C.M.H.A. for the Talk Today program, as it provides our players with education and life skills surrounding mental health awareness, which is critical to their success both on and off the ice.”

Tickets for Thursday’s game can be purchased through the Collins Barrow Box Office at the Peterborough Memorial Centre in person or over the phone at (705)743-3561, or online at [www.memorialcentre.ca](http://www.memorialcentre.ca)

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HALIBURTON, KAWARTHA, PINE RIDGE BRANCH

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