



**Canadian Mental  
Health Association**  
*Mental health for all*

## **MEDIA ADVISORY**

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### **Canadian indie rock band Current Swell debuts new video “Bad News” in support of the Canadian Mental Health Association**

[Vancouver, BC] – Canadian indie rock band Current Swell is debuting its new video for “Bad News” today, in support of the Canadian Mental Health Association’s (CMHA) **Shoppers Drug Mart Ride Don’t Hide** community bike ride for mental health this Sunday, June 21<sup>st</sup>. Current Swell is supporting the **Ride Don’t Hide** movement to stop hiding and end the stigma around mental illness.

In any given year, one in five Canadians, or approximately seven million Canadians, experience a mental health problem or illness, including substance use disorders, but only one third will seek help – often due to the discrimination and stigma around mental illness.

Singer-guitarist Scott Stanton wrote this song about a friend who was struggling with a substance use disorder. He wants to convey the importance of supporting friends and loved ones during difficult times.

“What I’ve learned from this whole experience the most is how awful and how hard addiction is on people, and how important it is to be there for them,” explains Stanton. “When people hear the song or watch the video, I really hope people can understand the message and realize that this can happen to anyone.

Addiction is a health issue; it shouldn’t be viewed as a crime. Everyone should be treated and loved. Being there for people is going to go a long way.”

In addition to releasing the music video, the band is sharing the story behind the song through a video with CMHA, encouraging Canadians to stop hiding and join the **Shoppers Drug Mart Ride Don’t Hide** movement.

**Current Swell “Ride Don’t Hide” video:** <https://youtu.be/Wm4F1CYmu1s>

“We wanted to support CMHA and Ride Don’t Hide this year because it’s important to bring an end to the stigma around mental health and hopefully through music, we can help bring about change and spread the word,” says Stanton.

The **Shoppers Drug Mart Ride Don’t Hide** is Canada’s largest community bike ride for mental health. This year, CMHA is expecting more than 6,000 cyclists in 27 communities throughout Canada to join together to ride for mental health with corporate teams, school groups, friends and families.

The **Shoppers Drug Mart Ride Don’t Hide** bike ride creates a welcoming and inclusive community of hope and empowerment to open up conversations around mental health and mental illness, to raise funds to support mental health programs for all and end the stigma around mental illness.

The ride is open to cyclists of all ages and skill levels. Registration and donations can be made online at [www.ridedonthide.com](http://www.ridedonthide.com).

### **About Shoppers Drug Mart Ride Don't Hide**

The **Shoppers Drug Mart Ride Don't Hide** movement began with Michael Schratte, a Canadian teacher living with bipolar disorder dedicated to educating the public about mental health. In 2010, Michael cycled around the world to share his story and empower others to help break the stigma, one pedal at a time. His incredible journey touched people all over the world, and has become a national movement to end the stigma around mental illness and raise funds for the Canadian Mental Health Association. Visit [www.ridedonthide.com](http://www.ridedonthide.com) to learn more.

### **About the Canadian Mental Health Association**

Founded in 1918, the Canadian Mental Health Association (CMHA) is a national charity that helps maintain and improve mental health for all Canadians. As the nation-wide leader and champion for mental health, CMHA helps people access the community resources they need to build resilience and support recovery from mental illness. Visit the CMHA website at [www.cmha.ca](http://www.cmha.ca) today.

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**For interviews with CMHA and local residents with personal mental health stories, please contact:**

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### **Ride Don't Hide Across Canada:**

#### **BC**

[Cariboo-Chilcotin](#)

[Kamloops](#)

[Port Alberni](#)

[South Okanagan Similkameen](#)

[Cowichan Valley](#)

[Kelowna](#)

[Prince George](#)

[Vernon](#)

[Greater Vancouver](#)

[Mid-Island- Nanaimo](#)

[Shuswap Revelstoke](#)

[Victoria](#)

#### **ON**

[Brant Haldimand-Norfolk](#)

[Grey Bruce](#)

[Lambton Kent](#)

[Oxford County](#)

[Sudbury/Manitoulin](#)

[Cochrane-Timiskaming](#)

[Halton](#)

[Middlesex](#)

[Peel Region-Caledon Hills](#)

[Windsor](#)

[Greater Toronto](#)

[Kenora-Fort Frances](#)

[Niagara](#)

[Sault Ste. Marie](#)

#### **AB**

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