



Canadian Mental
Health Association
Kamloops



NEWS RELEASE
For immediate release

Kamloops Blazers to host mental health awareness game in partnership with CMHA Kamloops

Kamloops, March 3rd 2023 – The Kamloops Blazers have partnered with Canadian Mental Health Association, Kamloops for a mental health awareness game on Friday, March 10th, 2023 when the Blazers take on the Everett Silvertips at the Sandman Center.

The game day experience will have several features to promote the importance of mental health, including:

- A CMHA-run kiosk on the concourse where fans can learn more about mental health and the organization's community-based services
- A ceremonial puck drop and photo opportunity with CMHA Kamloops
- Photos featuring players promoting messages about mental health
- Public service announcements about mental health and CMHA Kamloops
- A CMHA fundraiser featuring a raffle for a hockey stick signed by Blazers players

This mental health awareness game is part of the Kamloops Blazers ongoing partnership with CMHA Kamloops and its *Talk Today* program. Launched across the Western Hockey League in 2016, Talk Today provides an important opportunity to address the mental health needs of players. Through this program, over 1,000 WHL players and over 100 coaches, billets and staff have received mental health and suicide prevention training across the league.

The key piece of the *Talk Today* program has been to educate players about mental health and suicide prevention. Each team is also linked to a CMHA mental health coach, who provides support and mental health resources to individuals in need.

“By hosting this event, the Kamloops Blazers and CMHA are helping eliminate the stigma and discrimination associated with mental health issues and encouraging discussion within the community about mental health,” said Karina Laitres, Community Educator of CMHA Kamloops and mental health support for the Kamloops Blazers.

For ticket information, visit the Blazers website at www.blazerhockey.com

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