



10 days left for Awareness Campaign putting a colorful spin on “The blues”

For Immediate Media Release

Western Canada: Calgary AB, Edmonton AB, Victoria BC, Halifax NS

Mental Illness impacts nearly 6 million Canadians (20% of the population)

- Suicide accounts for 24% of all deaths among Canadians aged 15 – 24 & 16% of all deaths for the age group 25 – 44.
- Age with the highest rate of depression symptoms: Under 20 years of age
- Age with the highest rate of anxiety symptoms: 20 – 29 years of age

As a suicide attempt survivor who lives with depression, Calgarian, Lee Horbachewski is taking a stand to help reduce the stigma and build awareness for mental illness and suicide prevention. Already the Going Blue 4 U Campaign has reached Victoria, BC, Edmonton, AB and Halifax, NS.

In 6 weeks this passionate team of individuals have raised just over \$6,000. For our entire team to dye ALL our hair blue we need to raise \$34,000 in 10 days to reach our goal.

Together we ARE raising funds and awareness, team members are reporting that their blue streaks are creating conversation in a more positive way. We are raising funds for local charitable organizations that provide resources and support for mental illness.

Calgary AB – [Distress Centre Calgary](#)

Edmonton AB – [The Support Network](#)

Vancouver Island, BC – [Central Vancouver Island Crisis Line](#)

Ontario – [Mood Disorders Society of Canada](#)

Together we have the Power to Change and Reduce the Stigma that surrounds Mental Illness and suicide. The only way we will is by more and more people talking about it without judgment and fear.

Further information on the “Going Blue 4 U” initiative can be found at www.goingblue4u.ca

[Facebook](#)

[Twitter](#) On twitter you can follow the hashtag #GB4U

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You are **NOT** Alone!

Mental Illness impacts almost 1 in 5 Canadians!



Awareness campaign putting a colorful spin on "the blues".

www.GoingBlue4U.ca

Together we have the **POWER** to change and reduce the stigma that surrounds mental illness and suicide. The only way we will is by more people talking about it without judgement and fear. With blue hair we can do just that.

"One day mental illness and suicide prevention will be openly and proudly supported, discussed and accepted."



the support network



media eye studios



Please vote for [Going Blue 4 U](http://www.GoingBlue4U.ca) as an idea for Mental Illness Awareness.
You can vote once a day.

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