



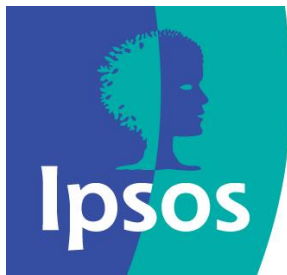
**Mood Disorders Society of Canada**  
**Société pour les troubles de l'humeur du Canada**

[www.mooddisorderscanada.ca](http://www.mooddisorderscanada.ca) | [www.troubleshumeur.ca](http://www.troubleshumeur.ca)

**April 16, 2014**

I am happy to announce that **Ipsos Canada** is featuring both the **Elephant in the Room Anti-Stigma Campaign** and **Work With Us** on their national Wellness Boards. In featuring Elephant in the Room campaign posters throughout their regional offices in Canada, this will help raise awareness about mental illness in the workplace. The inclusion of *Work With Us* materials will also support awareness as well as access to free resources for those who experience depression and/or arthritis – a segment of our population which now represents approximately 20% of Canadians.

The blue elephant is symbolic of a safe place to talk about mental health. The campaign has achieved considerable success both nationally and internationally over the previous years and continues to grow in popularity and outreach.



*Work With Us* is also being offered free to workplaces across Canada to raise awareness, support a culture of inclusiveness and provide self-management tips and tools to individuals experiencing depression and/or arthritis, colleagues and management. Funded by the Government of Canada, this collaborative initiative was developed by both The Arthritis Society and Mood Disorders Society of Canada.

“Ipsos Canada is pleased to partner with Mood Disorders Society of Canada in showcasing the Elephant in the Room campaign as well as the *Work With Us* program.

Through this, we recognize the importance for addressing stigma and raising awareness to support mental health in the workplace.” **Anna Galati, Human Resources Associate, Ipsos Canada**

Mood Disorders Society of Canada is proud to support workplaces such as Ipsos Canada to help confront stigma, raise awareness with respect to mood disorders, and provide those affected by mental illness with a voice.

**About the Mood Disorders Society of Canada:**

The Mood Disorders Society of Canada was launched in 2001 to provide people with mood disorders, their families and caregivers a strong, cohesive voice at the national level on issues relating to mental health and mental illness. With particular regard to depression, bipolar disorder and other associated mood disorders, the MDSC aims to improve access to treatment, inform research, shape program development and government policy to improve the quality of life for people affected by mood disorders.

For more information:  
Phil Upshall  
National Executive Director  
519-824-5565  
[info@mooddisorderscanada.ca](mailto:info@mooddisorderscanada.ca)