



Mood Disorders Society of Canada

La Société Pour **Les Troubles de L'Humeur** du Canada

3-304 Stone Road West, Suite 736 Guelph, ON N1G 4W4

www.mooddorderscanada.ca

MDSC launches Aeroplan Charitable Pooling Program

GUELPH, ON July 1, 2010 - The Mood Disorders Society of Canada (MDSC) is pleased to announce that we are partnering with the Aeroplan Charitable Pooling Program in an annual campaign during the month of August.

This will allow Canadians to donate their Aeroplan miles to assist persons who are touched by mental health issues. With these donated miles, persons who are living with mental illness will be able to attend events and meetings over the year, and contribute their valuable views and experience to help make a difference.

Mental health is a central component in all our lives. One in five Canadians will have a mental illness in their lifetime. At any given time, 10.4 percent of Canadians have a mental illness. 12 percent of Canadians will experience an anxiety disorder. We all must help and care for each other.

Here's an opportunity to make a positive contribution to the lives of others. Even a small donation of Aeroplan Miles can make a world of difference.

Donating is trouble free; **simply fill out the donor form and submit it** to the Mood Disorders Society of Canada and the Aeroplan Miles will be donated to this cause. After August 31st, 2010 this donation agreement is then cancelled by Aeroplan. **It is that easy!**

Let's all work together to make a real difference for as many persons as we can.

The MDSC is incorporated as a national, not for profit, consumer driven, voluntary health charity committed to ensuring that the voice of consumers, family members and caregivers is heard on issues relating to mental health and mental illness and in particular with regard to depression, bipolar illness, anxiety and other associated mood disorders.

Positive change begins at home; please make sure to talk with your family about mental health.

More information: Dave Gallson, Associate National Executive Director, Mood Disorders Society of Canada, dave@mooddorderscanada.ca