



Canadian Mental
Health Association
Mental health for all



How's your mental fitness?

Canadian Mental Health Association (CMHA), in Proud Partnership with the **AIR MILES Reward Program** and **Healthy Minds Canada (HMC)**, Launches New Highly-Interactive Website Designed to Help Canadians **Improve Their Mental Fitness**

TORONTO, Nov.8, 2012/**CNW/** - Today, the **Canadian Mental Health Association (CMHA)** in proud partnership with the **AIR MILES Reward Program** and **Healthy Minds Canada (HMC)**, launched a new website called, **'My New Head'** (www.mynewhead.com), which focuses on helping Canadians of all ages improve their mental fitness. But, the benefits don't end there, as a bonus for signing up, participants will receive **20 AIR MILES reward miles**.

"There can be **'no health without mental health'** and there is no greater investment than the investment one can make in sustaining and building mental health throughout one's life," says Peter Coleridge, National CEO, CMHA. "We are truly excited to launch this new and innovative mental health website designed to help Canadians learn about and improve their mental fitness. We encourage all Canadians to visit the website, work their way through the various tasks and challenges, and **earn 20 AIR MILES reward miles** while doing so."

"**Healthy Minds Canada (HMC)** is thrilled to support the **CMHA** and the **AIR MILES Reward Program** to bring **'My New Head'** to households across Canada," says Jean Milligan, Executive Director, Healthy Minds Canada. "Along with these two national leaders, united by a common goal, we will be able to reach out and help improve the mental fitness of millions of Canadians through this innovative and engaging new website."

"HMC believes that **'health begins with the mind'** and, for over 30 years, has been dedicated to finding the best ways to improve the mental and overall health of Canadians," continues Milligan. "'My New Head' is an exciting new approach that will help reach more people than ever before."

About 'My New Head'

'My New Head' will give users free online access to a non-diagnostic tool and practical, highly interactive and fun content that has been specifically designed to help users of all ages learn about and improve their mental fitness. Those wishing to participate are asked to sign-up and answer a few brief survey questions that are centered on four key subject areas: **Mind, Body, Self** and **Life**. Based on one's individual answers, customized content is generated that participants can complete at their own pace including: reading, watching and listening to various mental health focused pieces. Participants are then asked to make their way through various fun self-monitoring challenges. Additionally, and as a reward for successfully completing and working through the initial challenges, participants will have an opportunity to unlock bonus content and challenges.

"For the past two years AIR MILES for Social Change has been driving social change across Canada by inspiring and rewarding healthy behavior shifts on a mass scale. Earlier this year a successful pilot with the CMHA showed us that our Collectors want to learn how to better manage their mental fitness. Now we are growing our partnership further with CMHA, this time reaching out to a national audience to encourage and reward all Canadians for taking steps to proactively manage their mental health" said Angela Simo Brown, General Manager, AIR MILES for Social Change.

“Through a partnership with the AIR MILES Reward Program and the support of Healthy Minds Canada, CMHA is able to promote ‘mental health for all’ and reach out to Canadians in a unique and unprecedented way,” says Coleridge.

Canadians can participate and register at: www.mynewhead.com. Registered participants will be asked to answer a few short survey questions to help serve up the interactive mental fitness content most applicable to their desires. **Also, between Nov. 8 and Dec. 31, 2012 the first 62,500 AIR MILES Collectors who participate will receive 20 AIR MILES reward miles.**

About Canadian Mental Health Association (CMHA):

Founded in 1918, the Canadian Mental Health Association (CMHA) is one of Canada's oldest not-for-profit organizations. With more than 10,000 staff and volunteers in hundreds of communities across Canada, CMHA provides vital services and support to well over half a million Canadians every year. As the nation-wide leader and champion for mental health, CMHA facilitates access to the resources people require to maintain and improve mental health and community integration, build resilience and support recovery from mental illness. Learn more at: www.cmha.ca.

About Healthy Minds Canada (HMC):

Healthy Minds Canada is a charitable foundation established in 1980 with a mission to improve the well-being of Canadians by funding mental health and addiction research. To date, HMC has funded close to 400 research projects at 42 teaching hospitals and universities across Canada. In addition, HMC disseminates the outcomes of this research through resources, workshops and symposia helping practitioners, service providers and support networks to provide the best treatments and services possible for those in need. Learn more at: www.healthymindscanada.ca.

About the AIR MILES Reward Program:

Founded in 1992, the AIR MILES Reward Program is Canada's premier coalition loyalty program with more than 10 million active Collector accounts, representing approximately two-thirds of all Canadian households. AIR MILES Collectors can earn reward miles simply by doing their everyday shopping at more than 220 leading brand-name Sponsors, representing thousands of retail and service locations across Canada and leading global brands online. Collectors can indulge in more than 1200 leisure, entertainment, merchandise, travel and a range of accredited, environmentally-friendly lifestyle rewards. With AIR MILES Cash, Collectors can also have the flexibility to instantly redeem their AIR MILES reward miles in-store towards many everyday and high value purchases like gas, grocery, drug store items and home improvement purchases at participating Sponsors.

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***For a French translated version of this media release please visit: www.cmha.ca**

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