

MEDIA/PHOTO ADVISORY: ATTENTION NEWS/LIFESTYLE/PHOTO EDITORS



A “prescription” to run: Calgary residents get mental and physical benefits of aerobic exercise while supporting women’s mental health programs

***SHOPPERS LOVE.YOU. Run for Women* Raises Funds for the Women’s Mental Health Clinic through Calgary Health Trust**

CALGARY – Mental health problems are on the riseⁱ, with one in five Canadians affected.ⁱⁱ More than three million Canadian youth 12 to 19 years of age are considered at high risk of developing depression,ⁱⁱⁱ and females are at an ever greater risk.^{iv} The good news is there’s a way to help manage mental health issues that is accessible to everyone. Canadian clinical guidelines now recognize aerobic exercise as a first line treatment for mild to moderate depression.

Proceeds from Calgary’s *SHOPPERS LOVE.YOU. Run for Women* benefit the Women’s Mental Health Clinic at Foothills Medical Centre, which provides a much needed service to women with mental health issues who are considering pregnancy, are pregnant or are within a year of postpartum. Nearly one in five women will experience mental health difficulties, such as major depression or anxiety disorders, during this reproductive stage of life. The impact of these illnesses for women and their families range from obstetrical complications to long term negative outcomes on childhood development. Albeit uncommon (1 in 1000 deliveries) postpartum psychosis is a very serious mental health condition which requires prompt recognition and treatment.

On Sunday, June 11, joins us as over 1,400 participants run and walk for the women in their lives. Last year, over \$67,000 was raised for women’s mental health in Calgary.

What: Photo and interview opportunity at the *SHOPPERS LOVE.YOU. Run for Women*

Where: Edworthy Park
5050 Spruce Dr SW

When: Sunday, June 11, 2017

Time: Opening remarks begin 8:50 am

For on-site requests, please contact:

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403-990-7943

About SHOPPERS LOVE. YOU.

SHOPPERS LOVE. YOU. is the identity for our long-standing commitment for women's health. To help women live their best lives, the SHOPPERS LOVE. YOU. program is designed to help women stay focused on making their own health a priority by connecting them to the expertise of our partners at leading women's health organizations and to others in support of women's health initiatives across Canada. Learn more at shoppersloveyou.ca

About Calgary Health Trust

Calgary Health Trust is a Calgary-based charity focused on fundraising that will transform health care in Alberta. The incredible generosity of our donors has helped to raise more than \$427 million for health care since 1996. Funds raised benefit Foothills Medical Centre, Peter Lougheed Centre, Rockyview General Hospital, South Health Campus, many community health programs and 12 Carewest care centres in our community. For more information about Calgary Health Trust and its strategic priorities, visit calgaryhealthtrust.ca

ⁱ http://www.mentalhealthcommission.ca/sites/default/files/2016-06/Investing_in_Mental_Health_FINAL_Version_ENG.pdf. Accessed April 7, 2017

ⁱⁱ <http://strategy.mentalhealthcommission.ca/the-facts/>

ⁱⁱⁱ <http://www.cmha.ca/media/fast-facts-about-mental-illness/#.WML7FFUrK00>

^{iv} Depression in Women. *Women's Health Matters – Women's College Hospital*. Accessed Apr 21, 2016. Available: <http://www.womenshealthmatters.ca/health-centres/mental-health/depression/depression-in-women/>.

For further information, contact:

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