

Sample Press Release

[YOUR MENTAL HEALTH AGENCY NAME] participates in the Ontario-wide “Mood Walks” initiative to support older adults who experience mental health issues

[LOCATION, Date, 2014] — [YOUR MENTAL HEALTH AGENCY NAME] is part of an innovative new project to promote health and well-being for older adults who live with mental illness. An increasing body of evidence suggests that one of the best ways to improve mental well-being is by simply spending more time outdoors, especially for people who experience challenges to their mental well-being.

[YOUR MENTAL HEALTH AGENCY NAME]’s Mood Walks group meets once a week for a hike at a local trail, along with partners from [HIKING CLUB NAME] and [CONSERVATION AUTHORITY NAME]. The group is led by [YOUR NAME, YOUR TITLE], who has seen meaningful changes take place among group participants.

“[YOUR QUOTE ABOUT MOOD WALKS]”

Since being involved in Mood Walks, participants report [BENEFITS TO PARTICIPANTS]. “[QUOTE FROM PARTICIPANT].”

The group has gone on [NUMBER OF HIKES GROUP HAS GONE ON] hikes so far and will continue to meet for the remainder of the spring and summer. The group plans to [GOAL OF GROUP, NOTABLE HIKE] before the fall arrives.

Mood Walks is an initiative led by the Canadian Mental Health Association, Ontario, in partnership with Hike Ontario and Conservation Ontario, and has received funding from the Ontario Ministry of Tourism, Culture and Sport.

To learn more about the [YOUR MENTAL HEALTH AGENCY NAME] Mood Walks group, please contact [YOUR NAME] at [YOUR PHONE NUMBER] or [YOUR EMAIL ADDRESS].

To learn more about the Mood Walks project, visit moodwalks.ca.