

## **Bell's \$500,000 donation improves access to mental health therapy**

Concordia's Applied Psychology Centre and Centre for Clinical Research in Health receive major gift from Bell Let's Talk mental health initiative to enhance treatment services

MONTREAL, Feb. 6, 2013 /CNW Telbec/ - Treatment for anxiety, depression and mood disorders — mental health problems that affect one in five Canadians — is now more accessible to Montreal-area residents, thanks to the Bell Let's Talk mental health initiative. As part of this multi-year charitable program, Bell has generously given \$500,000 to Concordia University's Department of Psychology to subsidize therapy and assessment at the university's Applied Psychology Centre and Centre for Clinical Research in Health.

"Bell's gift will have an immediate beneficial impact on Concordia's psychology program and its capacity to serve our community," says Concordia President Alan Shepard. "With Bell's support, our researchers can progress further in the study and treatment of mental health problems, and this reinforces our everyday connection to the local community."

Bell's donation will subsidize therapeutic services for those individuals who need help to pay for treatment. Clients can either be referred by doctors and clinics throughout the Montreal area or refer themselves. The psychological services they receive at the Applied Psychology Centre benefit from advances in Concordia-based clinical and health research.

Martine Turcotte, Bell's Vice Chair of Québec, says the Bell Let's Talk mental health initiative — anchored by Bell Let's Talk Day on February 12 — is helping make a real difference in people's lives. "With the \$50-million Bell Let's Talk initiative, Bell and its 17,000 Québec employees are firmly engaged in our commitment to de-stigmatize mental illness and improve access to mental health care," she says. "Supporting Concordia's Applied Psychology Centre and Centre for Clinical Research in Health is a concrete action the Bell team has taken to help people recover from mental illness, while at the same time contributing to research and education that advances treatment."

"This donation from Bell helps people in the community through work conducted at Concordia," says Adam Radomsky, director of the Centre for Clinical Research in Health and a professor in Concordia's Department of Psychology. "Support from Bell allows our PhD students to gain clinical experience and enhances our ability to provide much needed evidence-based psychological services that improve people's mental health."

### **Bell Let's Talk Day is February 12:**

For every text message sent and every long distance call made by Bell and Bell Aliant customers on February 12, every tweet using #BellLetsTalk, and every Facebook share of our Bell Let's Talk message, Bell will donate 5 cents more to programs dedicated to mental health (regular long distance and text

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charges apply). Last year's Bell Let's Talk Day raised \$3,926,014.20 in additional funding for mental health initiatives across the country.

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