



OPC Communications Bulletin

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Bell Let's Talk Day is January 27th, 2016

This year, Bell is very excited to welcome 5 more prominent Canadians to our Bell Let's Talk Day team, adding new voices and perspectives to our campaign for a Canada free of the stigma around mental illness: Singer-songwriter [Serena Ryder](#), Toronto Maple Leafs Head Coach [Mike Babcock](#), Stage, film and television star [Marie-Soleil Dion](#), Former Alouette and Argonaut [Étienne Boulay](#), Singer-songwriter [Séan McCann](#). They join a high-profile lineup anchored by Olympic champion [Clara Hughes](#) and featuring TSN host [Michael Landsberg](#), comedian [Howie Mandel](#), actor [Mary Walsh](#) and Québec entertainers [Stefie Shock](#) and [Michel Mpambara](#). We also welcome back Bell Let's Talk ambassadors professional golfer [Andrew Jensen](#), comedian and writer [Kevin Breel](#), CFL veteran [Shea Emry](#) and musician [Robb Nash](#).

It's a diverse team ready and eager to engage Canadians everywhere in the mental health conversation on our journey to a stigma-free nation.

You can get involved by Inviting friends and family to spread the message in their own circle by downloading the [Bell Let's Talk Day toolkit](#).

Again this year, Bell will donate 5 cents to Canadian mental health programs for every text message, wireless and long distance call made by Bell Canada and Bell Aliant customers, every tweet using #BellLetsTalk, and every Facebook share of the special Bell Let's Talk Day image at [Facebook.com/BellLetsTalk](https://www.facebook.com/BellLetsTalk). Last year, #BellLetsTalk was the #1 Twitter trend in Canada and worldwide and [the #2 most-used Canadian hashtag in all of 2015](#).

Canadians supported the mental health cause on Bell Let's Talk Day 2015 with 122,150,772 tweets, texts, calls and Facebook shares, for a total increase in Bell funding for mental health of \$6,107,538.60. We're well on our way to \$100 million with total Bell Let's Talk funding to date of \$73,623,413.80. Let's get even closer on January 27!

Please join in leading the conversation about Canadian mental health in 2016 and help make this our best Bell Let's Talk Day yet!

[Help support OPC Resolution ON.13.01](#)