



# **UPEI Student Union & PEI Marathon “OUTRUN STIGMA”**



FOR IMMEDIATE RELEASE

September 21, 2015 - Charlottetown, PE

The University of Prince Edward Island Student Union (UPEISU) is thrilled to announce an exciting new charity event called *Outrun Stigma*. “We are incredibly grateful to the PEI Marathon for supporting our event and helping to eliminate stigma surrounding mental health” said UPEISU President, Dana Kenny. The proceeds raised by this charity event will help replenish the UPEISU Mental Health Initiatives Fund. “This fund was created after a number of students identified the lack of mental health prevention and awareness resources on campus to the UPEISU” said Kenny.

Recognizing that all members in the UPEI community are affected by mental health issues, the goal of this fund is to enable students to plan and execute initiatives that raise awareness and address issues of mental health. Examples of projects could include speaker series, peer support groups, stress busting events during exam week, film screenings, workshops, etc.

The UPEISU in coordination with UPEI Student Affairs is encouraging all members of the UPEI community to take part. From students, staff, and faculty to alumni, to volunteer or participate in *Outrun Stigma* during the PEI Marathon. “Everyone has an opportunity to contribute. . .stigma cannot be eliminated by one group alone,” said Amanda Vickerson, Event Manager at the PEI Marathon, “efforts must be made by the community as a whole” said Vickerson.

Following *Outrun Stigma*, Heidi MacDonald and James Reddin, counsellors at Student Affairs, intend to continue the discussion surrounding mental health with a walk/run club at UPEI. “The benefits that physical activity can bring to an individual’s mental health and overall well-being have been proven time and again” said Reddin. “The encouraging atmosphere of the walk/run club will also help to facilitate dialogue and eliminate stigma surrounding mental health” added MacDonald. Both counsellors are hopeful that some members of this club will dream up some positive initiatives and apply to the Student Union Mental Health Initiatives Fund.

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