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**Attention News/Health Editors:**

## Daniel Alfredsson Champions Mental Health Campaign - Eliminating stigma of mental illness number one goal for Senators Captain

OTTAWA, June 18 /CNW Telbec/ - The Royal Ottawa Foundation for Mental Health today launched a new phase of its You Know Who I Am mental health awareness campaign and announced that Daniel Alfredsson has agreed to spearhead the campaign as its champion.

"Our number one goal must be the elimination of the stigma associated with mental illness," the Ottawa Senators Captain told hospital staff, volunteers, invited guests and reporters as the Foundation kicked off the campaign at the Royal Ottawa Mental Health Centre.

Alfredsson, who has a close relative living with mental illness, noted that one in five people will experience a mental illness at some point in their lives, yet 75 per cent of those people will never seek help.

"We need people to step forward and tell their stories. I especially want to reach out to young people who may need help with a mental illness, or who can help change the way we treat and support people living with this disease."

"Today is a wonderful day for mental health and a special one for those living in silence with mental illness," said Tim Kluke, President and CEO of the Royal Ottawa Foundation for Mental Health.

"The name Daniel Alfredsson is synonymous with leadership, tenacity and courage," Kluke added. "We are delighted to have him as the Royal Ottawa's newest leader and captain.

The campaign will be anchored by a new web site, [www.youknowwhoiam.com](http://www.youknowwhoiam.com), where people can obtain information on mental health, find mental health resources, and post their own stories. Alfredsson's own story is being posted on the web site and he will write a regular blog.

The hockey superstar said he's looking forward to building a long-term partnership with the Foundation and to promoting action and change in public attitudes toward mental illness.

The Royal Ottawa Foundation for Mental Health is a not-for-profit organization whose mission is to raise, manage and disburse funds to support the Royal Ottawa Health Care Group in its efforts to provide the highest quality of patient care possible. The funds are used to purchase hospital equipment for capital projects, to support research, and to contribute to the improvement of patient care, now and for the future.

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