



Key Date: 10 October 2012

## Australian Parliament recognises World Mental Health Day

The Hon. Mark Butler MP, Minister for Mental Health will join fellow parliamentarians and mental health sector advocates and stakeholders at a breakfast to officially launch World Mental Health Day 2012 at the House of Representatives' Alcove, Parliament House from 7.30am on 10 October 2012.

Attendees will include representatives from across the Australian mental health sector.

One in five people will experience mental illness this year. It's an astounding statistic but one that for too long has not made headlines. Mental illness is more common than you think and it touches people of all ages and from all walks of life. It's a subject that is too often hidden or stigmatised due to shame or embarrassment. As a result, many people are left feeling isolated and alone.

This is what the Mental Health Council of Australia will address in its national campaign for World Mental Health Day 2012.

"We want people to know that whoever they are and wherever they live, they're not alone," says Frank Quinlan, CEO of the Mental Health Council of Australia (MHCA).

"By being part of the nation-wide conversation about mental illness, we want to build awareness and understanding of the issue and show people that it's OK to seek help for yourself or for people you care about."

We are very fortunate to once again have the support of our patrons Ms Jessica Rowe, Mr Peter Overton, Mr Jonathon Welch AM, Professor Allan Fels AO and Mr David Galbally QC, to promote World Mental Health Day on 10 October. In addition, we are delighted to have the support of young actor Samara Weaving who has agreed to take our message to a diverse younger audience through the power of social media.

The launch will include a special video message by MHCA patron Peter Overton and is part of two days of sector-wide collaboration and engagement as well as public movie screenings of the new PJ Hogan Movie *Mental*.

There are a number of events planned for World Mental Health Day 2012 – for details of what's happening near you visit [www.1010.org.au](http://www.1010.org.au) and follow the conversation on Twitter at #wmhd2012.

For more information on CONGO, World Mental Health Day or to arrange an interview or photograph please contact: Nicky White (0417 259 654) or Katrina Duncan (0420 804 832) at The Shannon Company.