



Canadian Men's Health Week Skyrockets in Second Year

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Toronto: Getting men to pay attention is no easy task, but this year's Canadian Men's Health Week managed to get men to take notice with its "One Click Health Pledge". A leap in participation during the 2nd annual Men's Health Week established the interest and need to elevate the topic of men's health according to the Canadian Men's Health Foundation (CMHF), who brought the Men's Health Week concept to Canada in 2014.

"Canadians are responding and jumping in to help raise awareness of the importance of men's health to society" says Dr. Larry Goldenberg, world leader in men's health and Chair of the CMHF. "More than 57,000 responded to our online health pledge. That's 57,000 who 'put up their hand' to say they want men to live healthier lives for themselves, their families and Canadian society."

Impressive year-over-year results include:

- 200 + news stories coast-to-coast
- 6 X growth in corporate partners
- 30 X increase in social network participation
- Doubling of website traffic
- 600% increase in email subscribers
- The highest ever usage of 'Youcheck.ca', the online men's health evaluation tool.

Wayne Hartrick, founding President of the CMHF, says "We applaud the leadership of corporate Canada, in particular Rexall and Scotiabank. They recognized early on the importance of driving the message that small, easy steps to improve lifestyle can have big health benefits now and in the future."

The CMHF launched this year's Men's Health Week with the release of a multi-year study on the economic burden of men's poor lifestyles that costs Canada a staggering \$37 billion per year. "The costs aren't just economic," continued Hartrick "Men who become unhealthy disappear from our daily lives because they can't be as



active, energetic or engaged with those who love them. It's a family and health tragedy and that men can prevent."

The Foundation is seeing increased engagement in its year-round "Don't Change Much.ca" campaign as a result of this year's Men's Health Week.

The CMHF has started planning Men's Health Week 2016 to leverage another exponential increase in spreading the message. The goal is to engage Canadians from coast to coast to coast and continue changing the face of men's health now and for future generations.