

## **FOR IMMEDIATE RELEASE**

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### **Ontario First Province to Introduce a 'Men's Health Awareness Week'**

*Canadian Men's Health Foundation hopes to inspire Ontarian men to think more about their health ahead of Father's Day.*

TORONTO, ON- Today, Liberal MPP Arthur Potts (Beaches- East York), joined by Canadian Men's Health Foundation (CMHF) Champion, Olympic gold medalist and London's own Adam Kreek, introduced the *Men's Health Awareness Week Act, 2016*, in the Ontario Legislature. This Private Member's Bill, if passed, recognizes the third week in June, the week immediately preceding Father's Day, as *Men's Health Awareness Week* across the province. This Act would make Ontario the first province in Canada to recognize men's health as an important piece of the family health puzzle.

"Ontarian men believe they are pretty healthy, when in fact, they often are not. Many health issues such as some cancers, heart disease and diabetes are preventable with simple lifestyle changes," says Dr. Larry Goldenberg, a national men's health advocate and Chair of CMHF. "The passage of this Act will be a significant step forward in bringing more attention to men's health so that everyone can help put in place a missing piece of the family health puzzle," continued Dr. Goldenberg.

Wayne Hartrick, President of the Canadian Men's Health Foundation says "The results from our 'Don't Change Much' lifestyle campaign shows that Ontario men are responding. Our market based approach motivates men and their families with health information and lifestyle programs in such a way that they can truly hear, absorb and act on the idea that small lifestyle changes can have big long term health benefits. Continued Mr. Hartrick "With this Act recognizing Men's Health Awareness Week, Father's Day will be as much about being a healthy dad, as being a good dad."

The CMHF sees this initiative as an opportunity to engage Canadians from coast to coast to coast and continue improving men's health now and for future generations.

#### **About Canadian Men's Health Foundation**

The Canadian Men's Health Foundation is a national, non-profit organization focused on inspiring men to live longer, healthier lives. The CMHF is one of the only organizations of its kind to develop a market-based research approach to communicating the importance of male health in a way that men can relate to. The CMHF is focused on promoting the most important lifestyle factors in preventing the onset of health problems.

As the first national charity to focus on changing men's health behaviours year round, CMHF envisions a nation where men actively care for their health and Canadian society values men as the final piece of the family health puzzle. Through collaboration with Government, Companies and the Health Care Organizations and a new social awareness campaign called "Don't Change Much", CMHF motivates men and their families with health information and lifestyle programs in such a way that they can truly hear, absorb and act on it.

Funding for CMHF has been provided by private donors, grants from the British Columbia Provincial Government and Sun Life Financial. CMHF was publicly launched on June 3rd of 2014.

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