

Comedic Documentary Makes Light of Serious Issue of Men's Health on Purpose

July 17, 2018, Vancouver - Today, the Canadian Men's Health Foundation and TELUS released an original documentary entitled "What's So Funny About Men's Health" that seeks to engage men in discussions about their health, using comedy.

It's a one-of-a-kind film that looks at men's health, and aims to educate Canadian men about the small steps they can take to become healthier. It comes only weeks after a June 12 report by the Canadian Men's Health Foundation that found that 72% of Canadian men have unhealthy lifestyle habits.

"What's So Funny About Men's Health follows an XL-sized comedian as he starts his health journey with the help of his posse of experts and friends. The 30-minute documentary features comedian Toby Hargrave, who has appeared at the prestigious Just for Laughs Festival in Montreal, the Atomic Comedy Festival in Washington State, the Whistler & Edmonton Comedy Festivals and more. He's joined by two-time Olympian and gold medalist Adam Kreek, Canadian celebrity chef Ned Bell, and others as he navigates misconceptions and learns how simple it can be to become healthier.

"Men often avoid talking about their health. By taking a comedic approach to men's health, we are making the topic more approachable and opening a door that allows men to share their own stories with one another. By partnering with TELUS on this documentary we can engage a bigger audience and get the word out about the importance of changing lifestyle behaviours, even when starting with the smallest change", says Wayne Hartrick, president of the Canadian Men's Health Foundation.

The documentary is produced by TELUS and available for free to TELUS Optik TV™ subscribers and the public on YouTube.

"I think most men want to be healthy but, as in the case with Toby Hargrave, they just don't know where to start. Not knowing where to start is what this documentary is all about and getting healthy doesn't take much", says Hartrick.

He adds "this film will make you laugh lots, go hmm and maybe even get a lump in your throat," but at the end of the day, it's guaranteed to make you, whether you're a man or woman, think about becoming just a little healthier."

"Don't Change Much" is at the heart of Canadian Men's Health Foundation's mission. The national non-profit seeks to educate Canadian men in making small changes to their lifestyle that can add up to big health improvements. The CMHF website DontChangeMuch.ca offers easy to follow, medically-backed tips and tools to help men and their families live healthier lives.

The video can be found at youtube.com/STORYHIVE.

ABOUT CANADIAN MEN'S HEALTH FOUNDATION

Canadian Men's Health Foundation (CMHF) is a national, not for profit organization with a mission to inspire Canadian men and their families to live healthier lives. The statistics around men's health in Canada are alarming; 70% of men's health problems can be prevented by adopting healthy lifestyles. Learn more at MensHealthFoundation.ca, YouCheck.ca and DontChangeMuch.ca.

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