



FOR IMMEDIATE RELEASE
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National Men's Health Pledge 1st of its Kind Worldwide

Prominent Canadians kick-off campaign with "one finger can start a movement" message

A number of well-known Canadians are helping kick off a world's first national online men's health pledge campaign.

Using a tongue-in-cheek broccoli theme the health pledge encourages men to use 'one finger to click the pledge' and help start a social movement for men's health.

Canadian Men's Health Week is June 15 – 21, 2015, and the Canadian Men's Health Foundation (CMHF) has launched a nation wide awareness campaign - canadianmenshealthweek.ca to ignite a men's health social movement.

The theme is one of the many aspects of the CMHF's approach to inspiring men to focus on lifestyle changes that will help them feel better and live healthier lives.

A group of prominent men's health Champions are going one step further. Simon Whitfield, Trevor Linden, Adam Kreek, Shea Emry, Jim Hughson and Ned Bell are sharing selfie videos of their own health pledges.

These pledges may not sound all that taxing, but that's the point. By sharing the clips – and encouraging other men to do the same via the #MensHealthWeek hashtag – the Champions are showing how simple and painless it is to make healthy choices. Men can even call on their own friends and family, Ice Bucket Challenge style, to embrace taking the stairs, 30 minute walks and eating more salads.

CMHF founder, Dr. Larry Goldenberg says "Men's health is a serious issue that is often overlooked and requires more conversation, more awareness and more action."

"We want guys to think about their lifestyle," says hockey legend Trevor Linden. "By making some small changes now, they can have better health for themselves and for the people who count on them."

The changes may be small, but the stakes are enormous: Men are 79% more likely to die from heart disease and 57% more likely to die from diabetes. They are 29% more likely to be

diagnosed with cancer and 40% more likely to die as a result. Many of these problems are caused by the choices men make. They are 24% less likely than women to have visited a doctor within the past year, 67% of Canadian men are overweight or obese, and 85% of them exceed their daily recommended sodium intake. In the end, all these choices add up: Men on average have more than nine years of unhealthy life, most of which is preventable. And almost half of Canadian women are widows by the age of 65.

“A lot of guys are so busy taking care of their kids, their careers, and their partners that they forget to take care of their own health,” says two-time Olympic medalist Simon Whitfield. “We want guys to make some small changes to improve their health, for the people around them and for themselves.”

You can see the videos, take the health pledge, or have some fun and submit your own pledge at canadianmenshealthweek.ca

CMHF is proud to acknowledge the following organizations and their support of Canadian Men’s Health Week: Presenting sponsors Scotiabank and Rexall. Supporting partners: Deloitte, Rogers Communications, CFL Players Association, Boston Pizza, BC Hydro, Canadian Produce Marketing Association, Sun Life Financial, Colliers International, United Steel Workers of Canada, Rethink Canada. Canadian Mental Health Association, Give Golf, Calgary Prostate Cancer Centre, Vancouver Coastal Health, Ariad Communications, Rethink Communications.

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About Canadian Men’s Health Foundation

Canadian Men’s Health Foundation (CMHF) is a national, non-profit organization founded by Order of Canada recipient Dr. Larry Goldenberg. The mission of CMHF is to inspire Canadian men to live healthier lives.

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