



Bell Let's Talk – Partner Support



The third annual Bell Let's Talk Day is coming up on Tuesday, February 12, 2013. As a partner of Bell Canada, we are proud to support them in this important initiative.

Recognizing that simply talking makes a significant impact in breaking down the stigma attached to mental health, the campaign encourages people to start the conversation about mental health with friends, family and co-workers.

How you can help spread the word on Bell Let's Talk Day

On Bell Let's Talk Day, Bell will donate 5¢ more to mental health initiatives for every:

- Text message sent and long distance call made by Bell and Bell Aliant customers (Regular charges apply)
- Tweet using #BellLetsTalk
- Facebook shares of a Bell Let's Talk image (see attached)

So mark your calendars and grab your phones on February 12th and help millions of Canadians living with a mental illness!

For more information and to get the conversation started

- Visit www.bell.ca/letstalk and start a conversation by downloading the mental health toolkit
- Follow Bell Let's Talk on Twitter @Bell_Letstalk

Social media messaging

Facebook

Leading up to Bell Let's Talk Day

Bell Let's Talk Day is coming up on February 12. Spread the word and help us end the stigma associated with mental illness. On February 12th, for every text message, Facebook share, tweet and long-distance call, Bell will donate 5¢ to help millions of Canadians suffering from mental illness. Please share, let's talk. bell.ca/letstalk

- Get the conversation about mental health started now – visit bell.ca/letstalk and download the Bell mental health toolkit. Spread the word and help end the stigma associated with mental illness. Please share, let's talk.



1 in 5 Canadians will experience a form of mental illness at some point in their lives.

Canadian Institute of Health Research

Let's end the stigma. Share this image.



On Bell Let's Talk Day

Today is Bell Let's Talk Day – Spread the word and help end the stigma associated with mental illness. For every text message, Facebook share, tweet and long-distance call, Bell will donate 5¢ to help millions of Canadians suffering from mental illness. Please share, let's talk. <http://bell.ca/letstalk>

Image to include in Facebook post:



You **SHARE** > we give **5¢** > together **WE HELP**
this image

Today, let's talk about mental health.





Twitter

Leading up to Bell Let's Talk Day

- #BellLetsTalk Day is coming up Feb 12. Learn how you can get the conversation started with the Bell Let's Talk toolkit. Bell.ca/letstalk @bell_letstalk
- #BellLetsTalk! Spread the word and let's end the stigma about mental illness. Bell.ca/letstalk @bell_letstalk

On Bell Let's Talk Day

- Today is #BellLetsTalk Day. For each tweet, long distance call and Facebook share, Bell will donate 5¢ to mental health. @bell_letstalk



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- Facebook shares of a Bell Let's Talk image

Join in and help the millions of Canadians living with a mental illness.

Visit bell.ca/letstalk and start a conversation by downloading the mental health toolkit.

You can also follow us on Twitter [@Bell_Letstalk](https://twitter.com/Bell_Letstalk).

Let's talk.