**Launch Email**

EWSNetwork and Stressed Out Solutions are launching a Mental Health Awareness Campaign, *Taking Steps to Stop the Silence.* Did you know that 20% of Canadians will experience a mental illness in their lifetime? (CMHA). We are challenging you to take as many steps as you can, individually or in teams, during the months of May and June. You can use a pedometer or free APPS on android and iPhone devices to record how many steps you take. For every 5000 steps, fill out a ballot and you can be entered into a random draw for prizes at the end of the challenge. If you prefer, you can also track your steps in minutes! (30 minutes = 5000 steps)

**Email Blurbs**

Did you know that 8% of adults suffer from major depression at some point of their lives? (CMHA). Mental illnesses can affect anyone, and we are so happy you are taking part in *Taking Steps to Stop the Silence.* You’re halfway into May! How are your steps coming along? Did you remember to fill out a ballot for every 5000 steps? (Or for every half an hour of walking?) Keep it up!

It’s check-in time for the step challenge! How many ballots have you placed on the wall? You only have a month left to complete as many ballots as you can! Do you need a way to boost the number of steps you take? Park farther away when you’re going shopping or take the stairs instead of the elevator. Every step counts!

Keep up the great work! We are overjoyed that you’re taking part in *Taking Steps to Stop the Silence*. There’s only two more weeks of this challenge, so try and take as many steps as you can! Remember to fill out the ballots as you complete 5000 steps (or do 30 minutes of walking)!

This is the last week of the *Taking Steps to Stop the Silence* Challenge! EWSNetwork and SOS hope you have enjoyed this Mental Health Awareness Campaign. How many ballots have you filled out? Do you think you can do a few more this week? We know you can!