

## **HATS ON FOR AWARENESS CELEBRITY FUNDRAISER RAISES OVER \$50,000 IN SUPPORT OF MENTAL ILLNESS AND ADDICTION**

**TORONTO (September 11, 2010)** – Last night’s 2010 Hats On for Awareness Hatsquerade celebrity fundraiser was a smashing success, raising over \$50,000 for the Centre for Addiction and Mental Health to provide treatment for those suffering from a mental illness and addiction.

On September 10<sup>th</sup>, hundreds of people from across the GTA came together to share a night of style, glamour and fine cuisine at the Liberty Grand ballroom. All proceeds from the evening will go to CAMH. Along with raising money for CAMH, the Hatsquerade helped to raise awareness about mental illness and addiction in an effort to eradicate the stigmas associated with both.

“We are ecstatic about the turnout for this event,” said Hats On for Awareness co-founder and Co-Chair of this year’s Hatsquerade. “We have started something important here and we will continue to work diligently to ensure that mental illness and addiction are important issues,” she added.

Guests were invited to wear their favourite – and at times – outrageous hats. They were joined by an array of celebrities including film star Mariel Hemingway; celebrity designers Colin and Justin; City Line celebrity designer Yanic Simard; and Miss Universe Canada Elena Semikina.

The crowd was wowed by performances from the winner and runner up So You Think You Can Dance Canada 2010 Tara-Jean Popowich and Vincente, Canadian recording artist and crooner, Matt Dusk and international pop recording artist Amanda Morra. The Master of Ceremonies for the evening was **Celebrity Designer Glen Peloso**, host of hit TV show Restaurant Makeover HGTV/Food Network.

At the inaugural Hatsquerade last year, Hats On for Awareness raised over \$45,000 and in 2010 has made a pledge to CAMH to raise \$250,000 over the next 5 years. With the funds raised at last night’s Hatquerade, this goal is well within reach.

“Mental illness and addiction are problems that affects so many Canadians and their families,” says event co-chair Enza Checchia. “We came upon the idea of Hats On for Awareness as a highly visible way to draw attention to addiction and mental illness in an effort to end the often debilitating stigma associated with both” adds event co-chair Benny Caringi. “Our goal is to make these stigmas old hat.”

Hats On for Awareness is a not-for-profit organization dedicated to raising funds and awareness to combat the stigma associated with mental illness and addiction. The organization provides important information to those suffering, while acting as a portal to those who can deliver help. The objective of Hats On for Awareness is to make these stigmas “old hat” and is striving to make it easier for those suffering to get the help they need before it is too late.

For more information, please visit: [www.hatsonforawareness.com](http://www.hatsonforawareness.com). Photos available upon request.

-30-

### **Media Contacts:**

Rob Trewartha

Daisy Consulting Group

Tel: 647-237-4913

E-Mail: [rob.trewartha@gmail.com](mailto:rob.trewartha@gmail.com)