

A Hop, Sip and a Bump of Awareness for Mental Health Support in New Brunswick

SAINT JOHN, Mon. Apr.29, 2019: Creative Collab is bringing back pop-up Art, Design, and Fashion from the undiscovered and unexpected.

She died doing, what she loved most; The Awakening will feature local artists with pieces on display and on sale.

An accompaniment to the Saint John Gallery Association's Gallery Hop, the pop-up is in a new spot this Hop: May 3rd from 4:00 pm-8:30 pm at 118 Prince William Street (Jarvis Building).

This exhibition will once again benefit MindCare and mental health supports in New Brunswick. It is a mission of the entire collaborative, as each member has lives touched by mental health issues in some way.

"I might not be here today living the best version of myself as I can be, had I not benefited from good quality counselling over the years," says Tony Klipin, from Dachs Republic, one of the organizers and artists on display.

"I am so very grateful and honoured to be able to give something back. Additionally, mental health is still stigmatized, so by openly supporting it and getting people to talk about it helps reduce that stigma."

\$5.00 per T-shirt and 10% of art sales will be donated to MindCare. The Saint John Regional Hospital Foundation, under its MindCare New Brunswick banner, is the single largest funder of mental health initiatives in the province.

"Our most creative in Saint John are coming together to make a difference," says Saint John Regional Hospital Foundation President and CEO Jeff McAloon. "Contributions from past Creative Collab events help with mental health research, education and programs. We love to see the beautiful work of the artists translate into inspiring work done by mental health professionals in the province."

Creative Collab began as a group of artists who had never shown before, never been associated with a gallery, and possibly never even considered themselves artists. The "pop-up" is intended to give a less traditional setting for the art, providing a venue and audience they might not otherwise have access to.

For more information on Creative Collab and *She died doing, what she loved most; The Awakening*, please contact Kim Jacobsen at 506.653.8235.

For more information on the Saint John Regional Hospital Foundation, please contact Hance Colburne, Communications Director, at 506.349.5116, or hance.colburne@horizonnb.ca

About the Saint John Regional Hospital Foundation

The Saint John Regional Hospital Foundation raises money for medical projects, spaces and tools not covered by traditional government funding. It also supports mental wellness, research, education and patient comfort. Many of the projects supported by the Foundation's fundraising are suggested by health care professionals who see a patient need not being met. Learn more at thegive.ca.