



Media Release

March 1st, 2019 – For Immediate Release

LCBO partners with Schizophrenia Society of Ontario this March to raise money for mental health

Starting March 1, 2019, the public can help support the Schizophrenia Society of Ontario (SSO) by making a donation at any of the 667 LCBO stores in communities across the province. SSO donation boxes will be displayed at LCBO checkout counters until the end of March.

“Partnering with the LCBO is an incredible opportunity to reach millions of people in almost every community across Ontario,” says Mary Alberti, CEO of SSO. “We know that people with mental illness are best supported in communities in which they live – that’s what recovery is truly about. Through participation in this month’s LCBO Donation Box Program, people not only have the chance to become more aware of mental illness but also to support individuals affected by schizophrenia through donating to vital services SSO provides to families and individuals in their communities.”

SSO is a province-wide charitable organization that strives to make a positive difference in the lives of individuals, families and communities affected by schizophrenia and psychotic illness. Contributions to the LCBO donation boxes will support the SSO’s programs and services such as a province-wide counselling helpline, psychotherapy workshops, community support groups and recovery groups, that directly support individuals, families and youth and focus on breaking down barriers to help improve the quality of life for people affected by schizophrenia and psychotic illnesses.

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About the Schizophrenia Society of Ontario (SSO) The Schizophrenia Society of Ontario is dedicated to making a positive difference in the lives of people, families and communities affected by schizophrenia and psychotic illnesses. For more information, please visit: <http://www.schizophrenia.on.ca/>