

Local Not-For-Profit teams up with Calgary Business to Remove the Stigma Surrounding Mental Illness and Suicide.

By Steven Leong
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Calgary, AB – Locally owned F2 Furnishings is teaming up with Calgary based not-for-profit I Will Survive Association Ltd. to help remove the stigma surrounding mental illness and suicide. They are hosting an art showcase and silent auction of art by local artists on Friday, March 14th at 5pm. The proceeds will support *I Will Survive's* Music 4 Life Concert Series which recently donated \$20,000 to two local charities.

After successfully raising over \$20,000 in 2013 hosting concerts by local musicians, *I Will Survive* was looking for businesses to partner with in 2014. They found the right fit in F2 Furnishings because F2 also supports Calgary's arts community by offering local art to its customers. Along with featuring art by various artists, the March 14th event will also feature musical performances by two Calgary-based bands and complimentary wine and appetizers.

Last year the team at *I Will Survive* lost a close friend to suicide. The unexpected loss of their dear friend made them realize that the stigma surrounding mental illness and suicide makes both issues taboo topics. Therefore, causes of suicide, high-risk groups, warning signs and strategies to prevent suicide are widely unknown by the general public. How are we supposed to help each other if it's not okay to talk about our challenges?

Their friend was a musician and loved music. His passion for music is the inspiration for their campaign. *I Will Survive* decided to host fundraising events consisting of performances by local musicians with the mission of removing the stigma surrounding mental illness and suicide. Their events raise funds for local charities and create awareness for suicide and mental illness while also promoting local artists.

To learn more about the I Will Survive Association Ltd. please visit their website at www.iwillsurviveassociation.com