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2nd Annual Hats on For Awareness Hatsquerade

Friday September 10th, 8pm-2am

Location: Liberty Grand

Address: 25 British Columbia Road

Phone: 647-237-4913

URL: http://www.hatsonforawareness.com

HATS ON FUNDRAISER COMBINES A NIGHT OF STYLE AND PANACHE IN SUPPORT OF MENTAL ILLNESS AND ADDICTION

TORONTO (September 5, 2010) – Mark Friday, September 10th on your calendar to join Hats On for Awareness as it tips its hat to the important and compelling issues of mental illness and addiction at the Second Annual Hatsquerade.

On September 10th, people from across the GTA will share a night of style, glamour and fine cuisine at the Liberty Grand ballroom. Proceeds of the Hatsquerade, which are expected to exceed \$50,000, will go to support the important work of the Centre for Addiction and Mental Health (CAMH). The Hatsquerade is the first fundraiser of its kind for CAMH, raising \$45,000 for the Centre in its inaugural 2009 debut.

All guests are invited to sport their own choice of eye-popping chapeaux to show their support for those affected by mental illness and addiction. Organizers hope this event will grow into a national hats-on day to create greater awareness of these issues and their associated stigma while also shining a spotlight on the groundbreaking research, innovative treatment, and important care being led by hospitals such as CAMH.

"It is a problem 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."

Last year's event was such a success, Hats On for Awareness has decided to make the Hatsquerade an annual affair. This year's event will feature celebrities including Tara Jean Popowich, of So You Think You Can Dance Canada, along with finalist Vincente; Miss Universe Canada 2010 Elena Semikina; film star Mariel Hemingway; crooner Matt Dusk; celebrity designers Colin and Justin; HGTV host and designer Peter Falico; HGTV's Tommy Smythe; CITY TV's Yanic Simard; and a performance by international pop recording artist Amanda Morra.

The Master of Ceremonies for the evening will be Celebrity Designer Glen Peloso, host of hit TV show Restaurant Makeover HGTV/Food Network. There will be a live and silent auction, gourmet food stations, and entertainment for dancing until dawn.

Hats On for Awareness is a not-for-profit organization seeking to become a registered charity dedicated to raising funds and awareness to combat the stigma associated with mental illness and addiction. 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.

WHAT: The Second Annual Hats On for Awareness Celebrity Hatsquerade

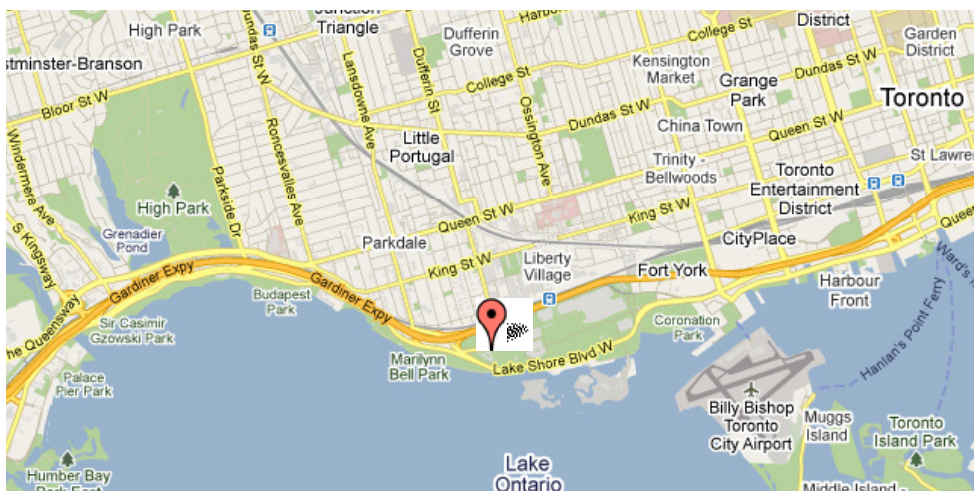
WHEN: September 10th, 8:00 p.m.

WHERE: The Liberty Grand, 25 British Columbia Road

WHY: To support the important work of the Centre for Addiction and Mental Health

TICKETS: \$150/person

For more information visit www.hatsonforawareness.com



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