

Media Release

Foundation Commits \$25,000 and Gives Youth Mental Health a Much-needed Leg-up!

Oolagen's Walk-In Clinic benefits from partnership with the Anne Hoehn Memorial Foundation

FOR IMMEDIATE RELEASE – August 9, 2010: On September 26th, several runners will be participating in the Scotiabank Toronto Waterfront Marathon to raise funds for the Anne Hoehn Memorial Foundation (*theAHMF*). All monies raised in 2010 by *theAHMF* will be used to support the **Oolagen Walk-In Clinic**, an innovative program that provides quick access to counseling for youth ages 13-18. With a staff of fully qualified professionals, **Oolagen's Walk-in Clinic** offers visitors the opportunity for immediate help, problem solving, and referrals to further assistance if needed.

The Anne Hoehn Memorial Foundation was established to help provide much-needed funding to organizations that address areas of mental wellness and its importance in overall human health. After completing due diligence on over 40 worthy organizations and programs, the Board of *theAHMF* elected to partner with **Oolagen**, an accredited mental health centre serving Toronto youth and their families.

“We are thrilled and very honoured to be chosen by the Anne Hoehn Memorial Foundation and are looking forward to their support for our Walk-In Clinic program,” said Bob Engel, Oolagen’s Executive Director. “The Walk-In Clinic now sees over 300 individuals a year, primarily adolescents ages 13-18, and/or their parents or caregivers who are seeking help. Our partnership with the Foundation will provide continued support and help us to better collect, measure and analyze important data so we can continue to improve and develop best practices in the delivery of mental health care to our youth.”

Ruth Pluznick, Oolagen’s Director of Clinical Services adds “our program is based on the simple premise that it’s best to deal with a mental health problem or issue soon after it presents itself, rather than let it persist and become more serious over time.”

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Mike Hoehn, who recently returned to Toronto after several years with Morgan Stanley in New York, established *theAHMF* in honour of his mother, who experienced severe clinical depression during her lifetime. He is an enthusiastic and passionate advocate for mental wellness, and is an equally passionate runner. “We invite people to join our team, collect pledges, and complete the distance of their choice (5K, Half-Marathon, or Marathon) with all proceeds going directly to the Anne Hoehn Memorial Foundation. Our team fundraising goal for this year's event is \$25,000, and we very much look forward to forming a team of runners and sponsors that will help us meet, and hopefully, surpass that goal. We hope also to bring attention to the often overlooked area of youth mental health.”

About Oolagen (www.oolagen.org)

Oolagen is an accredited youth mental health centre located in downtown Toronto. Common issues that Oolagen helps youth deal with include physical and sexual abuse, school issues, violence, issues of grief and death, family conflict, separation and divorce, alcohol and drug misuse, depression, eating disorders, sexuality and suicidal and self-harming behaviours.

The hopes and aspirations of Oolagen are based on our vision for healthy relationships between youth and their families that recognize and build upon strengths, a community that works in partnership to enhance the social and emotional well being of its citizens, and a comprehensive, flexible service system that effectively responds to the challenging and diverse needs of the people we serve.

Oolagen's overhead costs are uniquely managed to remain below 10%, which means that over 90% of every dollar goes directly toward helping at-risk youth in Toronto.

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