

Show your Sole

CLIENT
Canadian Mental Health Association Waterloo
Wellington

PRODUCT/DIVISION
Show Your Sole 1 in 5 Campaign

ROLE
Wireframing, design and art direction, prototyping

OVERVIEW

Show Your Sole is a brand new mental health initiative from CMHA Waterloo Wellington. Since education and training are not fully funded by our government, the goal of this new campaign is to raise funds to increase awareness around mental health issues, as well as to provide funding for important wellness programs. In order to do that, we've created a multi-faceted, interactive campaign that involves local community and business leaders.

It is estimated that 1 in 5 people will experience a mental illness in their lifetime. CMHA Waterloo Wellington, believes that greater mental health awareness empowers individuals to pay the same attention to their mental health as they do their physical health.

