



## **MEDIA RELEASE**

FOR IMMEDIATE RELEASE October 2, 2018

### **Patrick McKenna and Other Canadian Celebrities Speak out About ADHD and Invite the Public to Join the Conversation #ADHD Speaks**

MARKHAM, ON – October 1, 2018 – CADDAC, the Center for ADHD Awareness Canada, is launching “ADHD Speaks” this month, a multiyear national campaign to get people talking and break the silence about ADHD, the most common childhood neurodevelopmental disorder worldwide. People all across the country are invited to submit selfie videos and use the campaign hashtag, #ADHDspeaks, to join the conversation.

CADDAC’s hope is that the creation of the ADHD Speaks movement will finally provide a platform for those living with ADHD to have their voices heard. Heidi Bernhardt, President and Executive Director of CADDAC, explains: “Canadians impacted by ADHD are still afraid to open up about this condition. There is still so much misinformation and judgment out there about ADHD which continues to fuel the existing stigma. This has caused individuals and families to feel shame and remain fearful about sharing their struggles and experiences. This lack of discussion about ADHD has led our politicians and decision makers to conclude that their constituents and stakeholders don’t care about ADHD. That they don’t care about the lack of resources and serious consequences that occur when ADHD is not recognized and treated. That just can’t be the case when nearly two million Canadians are affected by this disorder. People need to start speaking up for change to happen!”

Canadian celebrities Patrick McKenna, Tazz Norris, Rick Green, Simon Rakoff, and Zoe Kessler have already sent in individual videos, sharing their personal experiences with ADHD. These will be shared on CADDAC’s social networks throughout October, ADHD Awareness Month. Patrick McKenna is on a mission to get the word out about ADHD: “People question the validity of ADHD because they can’t see the problem. If only those with ADHD could wear a bandage on their head 24/7 maybe people would not be so dismissive of ADHD symptoms which can cause a great deal of pain.” Rick Green, of TotallyADD, addresses it on a more personal level, “When I received my diagnosis at the age of 47 it explained so much. I finally understood why some things were so easy for me to accomplish and others were impossible to complete, no matter how much effort I put into it. It changed my life and the way I look at myself.”

CADDAC is inviting everyone living with ADHD, their friends and families, medical professionals, educators, and celebrities, to share their experiences and revelations about ADHD by submitting a brief selfie video recording using their smartphone. They can also send an audio message or written story if they prefer. People are also encouraged to share their stories on Facebook, Twitter, and Instagram, using the #ADHDspeaks hashtag. Participants can obtain more information and tips for recording and submitting their thoughts and stories on CADDAC's website: [www.caddac.ca](http://www.caddac.ca).

In addition to taking the lead in reaching out to other comedians for this campaign, Patrick McKenna will be starring in "Is it Me or the ADHD?" along with the Improv group "Two Men & a Lady, during CADDAC's Live show, "Living With ADHD, A Funny Yet Serious Look At Having ADHD" occurring on the Saturday night of CADDAC's 10th Annual ADHD Conference, taking place this October 27th and 28th in Halifax, NS. The conference is geared to parents of children with ADHD, adults with ADHD and their families, educators, and the medical community.

CADDAC, Centre for ADHD Awareness Canada, is a national not-for-profit organization providing leadership in awareness, education and advocacy for ADHD organizations and individuals with ADHD across Canada. For more information visit [www.caddac.ca](http://www.caddac.ca)

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### **10th Annual ADHD Conference**

October 27 & 28, Saint Mary's University, 923 Robie Street Halifax NS B3H 3C3

<https://caddac.ca/adhd/events/3531/1540630800/1540742400/>

Speaker Biographies: <https://caddac.ca/adhd/wp-content/uploads/2018/07/Bios-final.pdf>

### **Living With ADHD, A Funny Yet Serious Look At Having ADHD**

Is it Me or the ADHD? Starring Patrick McKenna

And the Improv Group - "Two Men & a Lady

McNally Theatre, Saint Mary's University, 923 Robie Street, Halifax, NS, B3H 3C3

Oct 27th, 2018, 7:30pm

<https://caddac.ca/adhd/events/is-it-me-or-the-adhd/>

For further information, or to book interviews with the comedians or Heidi Bernhardt  
Contact:

Russ LeBlanc, Better World Communication  
russleblanc@rogers.com  
905.430.2933

Heidi Bernhardt, President and Executive Director CADDAC  
heidi.bernhardt@caddac.ca  
Phone: 905-471-3524