



FOR IMMEDIATE RELEASE

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Platinum-selling CCMA and Juno award winner Brett Kissel and best-selling author and international speaker Dr. Natasha Williams to be featured at 17th Annual Breakfast for Champions

Toronto, ON –Strong Minds Strong Kids, Psychology Canada (SMSKPC) is hosting their 17th Annual Breakfast for Champions on November 30, 2021 to raise funds to develop and deliver their crucial psychology-based programs and resources that nurture resilience in children. This year, CCMA and Juno award winner Brett Kissel will be performing, and best-selling author and international speaker Dr. Natasha Williams will be delivering a keynote on using resilience beyond survival.

“The pandemic has been difficult for all of us, but our children are the most vulnerable. They need our resiliency building programs now more than ever,” said Anne Lovegrove, President and Executive Director, SMSKPC. “Our annual Breakfast for Champions is our single biggest campaign to raise funds for the development and delivery of our psychology-based programs that nurture resilience in children and that provide them with a solid foundation of mental health.”

SMSKPC offers programming to support the key pillars of healthy child development, starting with a focus on attachment for parents to support building a strong emotional connection with their newborn. They also offer stress management programming for children and youth to help them develop essential coping skills. This past year they developed several new programs to ensure children and youth can easily access and benefit from their curricula. Resources like a Zen Garden app, resiliency quiz, Stress Busters Summer Camp and After-School Program, and Activity Book.

“I applaud the work of Strong Minds Strong Kids, Psychology Canada in promoting mental health with our children,” says Kissel. “I am thrilled to be performing at their annual Breakfast for Champions, and excited that I can help support this very important cause.”

SMSKPC’s 17th Annual Breakfast for Champions takes place virtually on November 30, 2021 from 8-9am EST. The proceeds from this event will be directed to offering their evidence based Make the Connection, Kids Have Stress Too! and Stress Lessons programs to more children and communities. In addition, funds raised will also be directed to new program development that will address the immediate psychological needs of children during and post pandemic.

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“As a Registered Psychologist my life’s work has been centered around mental illness and providing a safe space to discuss mental health,” said Dr. Natasha Williams, Clinical Psychologist and Keynote Speaker. “The foundational work from Strong Minds Strong Kids, Psychology Canada is crucial to ensure our children have good mental health and I am honoured to support their cause and to be speaking at this year’s Breakfast for Champions.”

Read more about SMSKPC, and their 17th Annual Breakfast for Champions at strongmindsstrongkids.org Purchase your ticket for the Breakfast for Champions to help support the mental health and resilience of Canadian children and youth by clicking [here](#).

About Strong Minds Strong Kids Psychology Canada

Strong Minds Strong Kids, Psychology Canada is a registered charity with the mission to nurture resilience in children by providing infants, children and youth with the psychological well-being to thrive emotionally. A small, national staff, along with support from many volunteers, make it possible to develop and deliver a number of psychology-based proven programs and resources to local communities across Canada. The organization is led by a volunteer board of prominent psychologists, business and community leaders.

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