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FOR IMMEDIATE RELEASE

Celebrating 50 Years of Strong Minds Strong Kids/ The Psychology Foundation of Canada Honors Half a Century of Mental Health Promotion Through Psychological Science

Toronto, ON – November 13, 2024 – Tomorrow marks a significant milestone as Strong Minds Strong Kids, The Psychology Foundation of Canada (SMSK-PFC) celebrates 50 years of leveraging psychological science to promote mental wellness and resilience among Canadian families. Since its founding, SMSK-PFC has empowered millions of children across the country, delivering programs that equip youth with the skills to manage life's challenges and thrive.

This milestone celebration is made possible by the generous support of their Presenting Sponsor, Dr. Dan Andreae, their Patron Sponsor RBC Insurance, and support from the Jackman Foundation, along with 21 other dedicated sponsors. Their support not only brings the event to life but ensures the ongoing work of SMSK-PFC for years to come.

The Foundation's history and its impact are a testament to the vision of its founders, including Founding Chair Dr. Eric Jackman. "When we started 50 years ago, our vision was to ensure that psychological science could be used to make a real difference in the lives of Canadians," said Dr. Jackman. "What began as a small initiative has grown into a national movement, with our resilience-building programs now reaching millions of children across the country. Over the years, psychology has played a central role in driving our organization forward, guiding the development and delivery of evidence-based programs that empower youth to build resilience and manage the challenges they face today. We are proud of how far we've come and even more excited about the future as we continue to expand our impact."

To commemorate this landmark anniversary, SMSK-PFC is hosting the Growing Strong Minds Conference and Growth Gala tomorrow, November 14, 2024. These events celebrate their achievements, spotlight the latest research in mental health promotion, and chart the course for the next 50 years of growth and innovation. RBC two-time Olympian Sam Schachter, one of Canada's premier beach volleyball players, will also join the celebration.

Jessica Goldberg, Chair of SMSK-PFC, shared her vision for the organization's future: "We are proud of our fifty-year history of supporting Canadian families and children with mental health programs that build resilience and promote well-being. As we look ahead, we're committed to expanding our reach, adapting our programs, and leveraging technology to better serve youth across Canada. Our goal is to ensure that every child has access to the mental wellness resources they need to build resilience and thrive in today's world."

-more-

Strong Minds Strong Kids, Psychology Canada
From The Psychology Foundation of Canada
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Charitable registration number 88921 2395 RR0001



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Tomorrow's celebration serves as both a tribute to the organization's rich history and a rallying call to continue their essential work. With continued community support, SMSK-PFC is poised to deepen its impact and create lasting change in the mental wellness and resilience of Canada's youth.

For more information on the [Growing Strong Minds Conference](#), the [Growth Gala](#), or how to support SMSK-PFC's work, please visit strongmindsstrongkids.org.

About Strong Minds Strong Kids, Psychology Canada from The Psychology Foundation of Canada:

Strong Minds Strong Kids, Psychology Canada is a national charity celebrating 50 years of using psychological science to benefit Canadians. Their mission is to help infants, children and youth build resilience so that all may thrive emotionally, socially and mentally. A small national staff, along with support from many volunteers, make it possible to develop and deliver several psychology-based 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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About [Growing Strong Minds Conference](#): November 14, 2024 Marriott Eaton Centre Toronto, 9:00 am - 4:00 pm EST

The Growing Strong Minds Conference on November 14th offers a full day of inspiration, collaboration, and learning about youth mental health. Attendees will hear from leading psychologists and thought leaders, gaining insights into cutting-edge research and evidence-based strategies to help children build resilience. The event includes a lunch for in-person participants and features a choice of 9 in-depth sessions covering various aspects of youth mental health. There are opportunities for networking with professionals and peers, and all attendees will receive a certificate of attendance and access to session recordings post-conference.

About [Growth Gala](#): November 14, 2024 Marriott Eaton Centre Toronto, 5:30 pm – 9:30 pm EST

The Growth Gala is a special dinner event celebrating 50 years of growth, innovation, and advancing mental health through psychology. This evening promises a perfect blend of fun and insight, featuring great food, drinks, live entertainment, and the exciting unveiling of groundbreaking findings from the first ever meta-analysis on mental health promotion. Guests will also have the chance to network with 350 distinguished leaders from business, academia, and childcare professions, making it a night of inspiration, collaboration, and connection.

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