



News Release

Suicide Awareness Banner Campaign

05 October 2021

ST. GEORGE – A dedication ceremony for the suicide awareness pole banner campaign is set for Tuesday, October 12 at a site across from the Fundy Middle & High School (FMHS). The small ceremony will dedicate a banner to four former students of FMHS and to all students who have fallen victim to suicide. Those students are: Braden Cooke, Hillary Hooper, Cameron Matheson and Connor May, all former students of Fundy High School and victims of suicide.

The 6-foot, brightly colored banners are installed on utility poles, and offer mental health and suicide support phone numbers. Four (4) banners are being installed throughout the town and will remain up throughout the school year.

This suicide awareness/mental health banner campaign started in August by the “Charlotte County Won’t Be Silent” awareness group and later taken on by The Mental Health and Suicide Awareness Team of Charlotte County.

The campaign has sparked additional interest from various Charlotte County communities as well as communities in Saint John and Kings County.

“We believe that wherever these pole banners go up, it sends a message to people that their community cares about them and that coming forward for help is not a bad thing but a great thing”, said Tony Cooke, Chair of The Mental Health and Suicide Awareness Team of Charlotte County. “We believe that the message will help to lower the stigma that follows mental health and suicide and encourage peer to peer conversations about mental health and suicide within our school’s youth and adults alike”.

“This event outside the Fundy High School sends the message to any young person in distress that help is a phone call away.” said Mayor John Detorakis. “I will join the October 12 unveiling ceremony to help raise awareness about mental illness and communicate the commitment to our Town’s motto: A Community Strong.”

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