

New Book Asks: What Does Masculinity Look Like in 2020?

***MENTal Health: It's Time to Talk* Breaks Through Male Stigmas and the Toxic Shame that Follows**

FOR IMMEDIATE RELEASE- Saskatoon, Saskatchewan-- Most men have been taught from an archaic manual that says vulnerability equals weakness. Statistics show that men are far less likely to ask for help than women - especially when it comes to their mental health and wellbeing - and too many men are suffering in silence because of this deeply-rooted societal stigma. Best selling author and mental health advocate, Allan Kehler, is releasing his latest book, ***MENTal Health: It's Time to Talk*** on January 29th in hopes of changing the rules entirely.

"If there's one thing that men like to do, it's to fix things," says Kehler. "It's too bad that mental health can't be fixed with duct tape. The problem is that men don't come equipped with the necessary tools to fix themselves. Meanwhile, they cling to the idea that their gender should make them strong enough to get through the darkest and deepest times of despair."

In ***MENTal Health: It's Time to Talk***, Kehler presents a unique journey for readers where the true stories of Canadian prairie men are told in their own raw and honest words. These men have all persevered through various mental health challenges - including Kehler himself, as well as Chris Beaudry, former assistant coach of the Humboldt Broncos - and together, they put a voice to issues including masculinity, mental illness, addiction, sexual abuse, shame, and suicide.

"The stories in this book are exactly what men need to hear," says Kevin Rempel, 2014 Paralympic Bronze Medalist and Author of, *Still Standing*. "They are real, relatable, and these words of truth will help others who are suffering in silence."

Winding through each issue and story, readers can expect to find the following:

- A better understanding of why men tend to be closed off about their emotions
- The importance and power of breaking down stereotypes
- Why we need to change how we view mental health in the workplace
- How talking can help balance energy in the body and the mind
- Mental health resources including how to support a loved one with mental illness
- A call to action for men that says, or perhaps SHOUTS - 'the time to talk is NOW!'

MENTal Health: It's Time to Talk is an important book. I say this as both an advocate and a patient," says broadcaster Michael Landsberg in the book's foreword. "Allan has found a way to deliver both comfort and knowledge. Having read it, I feel better understood and less alone. It

takes a powerful message to do that.” Mr. Landsberg is available to the media upon request for further comments about the book.

MENTal Health: It’s Time to Talk (ISBN 978-1-988783-47-5) will be available in book stores across Canada on January 29th, 2020. Watch [this video](#) to learn more about the book.

To learn more about Allan Kehler or to inquire about hiring him to speak at your workplace or event, please visit <https://www.outfromtheshadows.ca>. If you would like to request a review copy (e-pub or print) or wish to speak to Allan about the book, please contact:

Erin Alvarez, PR & Media Relations
erin@frontdoorpr.com
647.221.1998

-30-

About Allan Kehler

Allan is one of Canada’s most sought-after speakers when it comes to the topic of mental health. He has stood on more than 500 stages and is recognized for his dynamic and captivating approach. Having persevered through his own mental health issues and substance use, Allan has learned valuable life lessons that have guided him on an incredible path of success. He is the bestselling author of three other books: *Stepping Out from the Shadows: A Guide to Understanding and Healing from Addictions*; *Goodbye Stress, Hello Life!*; and *Born Resilient: True Stories of Life’s Greatest Challenges*. Allan lives in Saskatoon, Saskatchewan with his wife, four boys, three dogs, and a tank of fish.