



For Immediate Release

## **Bell Let's Talk Joins RALLY, Canada's Digital Wellness Festival for Teens, as Multi-Year Title Partner**

— *Announcement lands during Mental Health Week, on the eve of National Child and Youth Mental Health Day*

— *RALLY festival returns to Meridian Hall on Wednesday, Oct. 14, 2026*

— *Founding Partner Kids Help Phone returns for Year Two*



*Teens gather at Meridian Hall for RALLY 2025 (Photo credit: Robert Okine)*

**TORONTO, May 6, 2026** — On the eve of National Child and Youth Mental Health Day, RALLY, Canada's digital wellness festival for teens, announced today that Bell Let's Talk has signed on as a multi-year title partner. The partnership comes during Mental Health Week, as Canada joins a growing global debate over how to support young people as social media, AI chatbots and digital platforms reshape how they learn, connect and grow up. Returning to Meridian Hall for its second year on Wednesday, Oct. 14, 2026, RALLY will welcome more than 3,000 students and educators for a full day of immersive activations and speakers. The partnership represents a significant investment in Canadian teens at a moment when young people are looking for something real to replace the scroll.

Alongside the festival, RALLY is launching The Honest Generation, a five-month content series supported by Bell Let's Talk featuring high school students from across Toronto speaking openly about growing up online. The series premieres today at 11:00 AM ET with Episode 1, featuring a Grade 12 student speaking about what it feels like to grow up online. New episodes are released twice weekly across RALLY's social channels. The episode is available now on RALLY's Instagram, TikTok, YouTube and Facebook.

*"Supporting the mental health and well-being of young people in Canada is an urgent priority. Bell Let's Talk provides funding year-round to supports and services that both help young people through times of crisis but also to build lifelong skills so that they can flourish through their lifetime," said Mary Deacon, Chair, Bell Let's Talk. "We're proud to deepen our relationship with RALLY as a multi-year title partner because initiatives like this support healthy connection, encourage balance with technology, and help create the conditions for young people to thrive, to achieve their full potential today and into the future."*

*"RALLY was created because young people are growing up in a world where their attention, identity and well-being are being shaped by technology every day," said Brigitte Truong and Keith Wallace, Co-Founders of RALLY. "We want to give teens a real-life space to talk openly, build confidence, and learn how to use technology with more intention. With Bell Let's Talk joining as our multi-year title partner and Kids Help Phone returning as a founding partner, RALLY has the chance to become a national platform for students, educators and families."*

*"We are immensely proud to return to RALLY for a second year. As a founding partner, we know that for young people, digital spaces are increasingly salient in how they experience the world, impacting their mental health and well-being," said Jenny Yuen, Group Head and Executive Vice President, Strategic Partnerships and Government Relations at Kids Help Phone. "RALLY provides a vital space for students, educators and community to come together. It is a moment and movement to foster and spark meaningful engagement with young people to learn about well-being skills and habits when surrounded by a digital world, identify safe and trusted content, skills and spaces. KHP will always strive to meet young people in their worlds, and being a safe space to feel out loud."*

RALLY 2026 returns with the support of the City of Toronto, which renews its activation partnership for a second consecutive year. The festival is produced in partnership with MCI, one of Canada's leading event production agencies, returning as event operations partner for Year Two.

The inaugural RALLY was held in October 2025, bringing together 2,478 students and educators from 35 schools across the Greater Toronto Area for the country's first teen digital wellness festival. Year one earned national broadcast coverage on CTV, CBC, Global News, CP24, Breakfast Television, and CHCH. 93% of students said they'd return. 57% said RALLY changed how they think about their phone and social media. 82% of teachers said it sparked classroom discussions back at school.

Educator pre-registration, tickets and updates can be found at [timetorally.ca](https://timetorally.ca).

Follow RALLY on Instagram and TikTok at @timeto\_rally, on YouTube and LinkedIn at @timetorally, and on Facebook at RALLY Festival. Follow #RALLY2026 for festival news, speaker announcements and behind-the-scenes from The Honest Generation.

### **About RALLY**

RALLY is Canada's digital wellness platform for teens, helping young people navigate technology, identity, mental health, media literacy, and the future of work with more confidence, agency, and connection. Built for high school students and educators, RALLY brings together youth voices, speakers, partners, and interactive experiences through its annual flagship festival at Meridian Hall in Toronto. RALLY extends beyond the event through The Honest Generation, a teen-led content series focused on honest conversations about growing up online.

### **About Bell Let's Talk**

The largest-ever corporate commitment to mental health in Canada, Bell Let's Talk has a vision of a Canada where everyone can get the mental health support they need to flourish – and is a driver of Bell for Better. Since its launch in 2010, Bell Let's Talk has made more than 1,700 investments to organizations providing mental health services throughout Canada, including hospitals, universities, local community service providers and other care and research organizations. To learn more, please visit [Bell.ca/LetsTalk](http://Bell.ca/LetsTalk).

### **About Kids Help Phone**

Kids Help Phone (KHP) is Canada's only free, national, 24/7, multilingual and confidential e-mental health service for youth to get help and Feel Out Loud. Since 1989, KHP has been the empowering, trusted changemaker giving young people's feelings, big and small, a non-judgmental place to go through personalized well-being solutions. A made-in-Canada, global leader, KHP continually evolves by blending data, innovation and technology with real human support and clinical knowledge to unlock the hope young people need to thrive in their world. Explore help for all the feelings at [KidsHelpPhone.ca](http://KidsHelpPhone.ca).

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