

# Novamind Strengthens Mental Health Expertise, Adds Communications Leader

*Samantha DeLenardo joins from CAMH, Canada's largest mental health teaching hospital and leader in mental health research*

**TORONTO, ON / ACCESSWIRE / August 6, 2021 / [Novamind Inc.](#)**, (CSE: NM | OTC: NV MDF | FSE: HN2) (“Novamind” or the “Company”), a leading mental health company specialized in psychedelic medicine, today announced the appointment of Samantha DeLenardo as Vice President, Communications to lead Novamind’s communications, marketing and investor relations.

Ms. DeLenardo has spent most of her career in the healthcare sector and has proven expertise in communicating the strategic priorities of large and complex healthcare organizations. She joins Novamind from the Centre for Addiction and Mental Health (CAMH), Canada’s largest mental health teaching hospital and leader in mental health research. During this time, she managed internal and external communications, led the successful implementation of the online COVID-19 and mental health resource hub, and co-authored the hospital’s latest strategic plan with senior leadership.

“At Novamind, we care deeply about the clients and families we serve,” said DeLenardo. “We are prepared to meet this transformative moment for psychedelics and mental health, thanks in large part to the courage and years of advocacy by people with lived expertise and medical practitioners. Novamind understands both the responsibility and opportunity before us, and I look forward to sharing the Company’s story with the world.”

Ms. DeLenardo’s experience leading high-performing teams, nurturing relationships with key stakeholders and navigating healthcare systems and allied services will be critical in supporting Novamind’s U.S. expansion strategy for clinics and research sites. She will also provide key leadership to the Company’s social purpose initiatives by leveraging her humanitarian experiences as the co-founder of a national charity for post-secondary student-athlete mental health.

Yaron Conforti, Chief Executive Officer and Director of Novamind added, “Samantha is a strategic addition to our management team. Her unique experience gained from senior roles at CAMH and her ongoing contributions to the mental health sector will be invaluable as we drive conversations and strategic impact with a broad range of stakeholders and accelerate access to mental health services through the expansion of our clinic network.”

## **About Novamind**

Novamind is a leading mental health company enabling safe access to psychedelic medicine through a network of clinics, retreats, and clinical research sites. Novamind provides ketamine-assisted psychotherapy and other novel treatments through its network of Cedar Psychiatry clinics and operates Cedar Clinical Research, a contract research organization specialized in clinical trials and evidence-based research for psychedelic medicine. Both Cedar Psychiatry and Cedar Clinical Research are wholly owned subsidiaries of Novamind. For more information on how Novamind is

enhancing mental wellness and guiding people through their entire healing journey, visit [novamind.ca](http://novamind.ca).

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### **Forward-Looking Statements**

This news release contains forward-looking statements. All statements other than statements of historical fact included in this release are forward-looking statements that involve risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. Important factors that could cause actual results to differ materially from the Company's expectations including the risks detailed from time to time in the Company's public disclosure. The reader is cautioned not to place undue reliance on any forward-looking information. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement. The forward-looking statements contained in this news release are made as of the date of this news release and the Company will update or revise publicly any of the included forward-looking statements as expressly required by applicable laws.