

News Release

CASA Child, Adolescent and Family Mental Health

“For Caver” | NHLer supports CASA’s Level Up campaign in Colby Cave’s name

CASA Child, Adolescent and Family Mental Health is grateful to announce that donations to its *Level Up for Kids’ Mental Health* fundraising campaign will be matched in honour of Colby Cave.

Starting on November 28 through Giving Tuesday, all donations made to *Level Up* will be matched by a friend and former teammate of Colby, up to \$10,000. The generous donation is being made through the Colby Cave Memorial Fund and the *Colby’s Kidz* program established by the Edmonton Oilers Community Foundation.

Colby and the donor became close friends when they were teammates at the beginning of their professional careers. In keeping with the superhero theme of the campaign, we’re protecting the secret identity of the donor.

“Colby and I had a daily motto, ‘be somebody that makes everybody feel like a somebody.’ Every day we strived to make others feel loved, wanted and supported. It has been an honour to work with CASA through *Colby’s Kidz* because I know they believe in the same motto. Everything they have done and continue to do now with their *Level Up* campaign will help and support so many children and their families. A big thank you to Colby’s former teammate for helping make this possible.”

- Emily Cave

“CASA is so grateful for the generosity of Colby’s loved ones and the Colby Cave Memorial Fund. The funds from *Level Up* will help CASA do just that: level up our services to support the mental health of more children, youth and families in our community.”

- Bonnie Blakley, CASA Chief Executive Officer

CASA’s Level Up campaign runs until the end of 2022. Visit levelupforkids.ca to donate.

Media are invited to speak with Emily Cave and CASA CEO Bonnie Blakley.

When: Tuesday, November 29 at 11 A.M.

Where: CASA Centre, 10645 63 Ave. NW, Edmonton

Please email or call to confirm attendance beforehand.

Media contact:

Brett Barrett, Communications Specialist

780-915-6582 (cell)

bbarrett@casaservices.org



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ABOUT THE COLBY CAVE MEMORIAL FUND

The Cave Family and the Edmonton Oilers created the Colby Cave Memorial Fund to carry on the memory and legacy of Oilers forward Colby Cave, who passed away suddenly and tragically on April 11, 2020. Proceeds from the fund will go toward Colby's Kids – community programs with an emphasis on mental health initiatives via CASA Child, Adolescent and Family Mental Health and providing access to sports for underprivileged children via the former Edmonton Oilers 2nd Shift.

Cave made a lasting impact both on and off the ice with the Edmonton Oilers and the AHL's Bakersfield Condors, and before that with the Boston Bruins organization and the WHL's Swift Current Broncos. Cave was a consummate professional, well-respected by teammates and opponents alike. He was also a committed and positive member of the communities in which he played, eagerly volunteering for charitable initiatives and always stopping to say hi to fans. Donations to the Colby Cave Memorial Fund are being accepted by the Edmonton Oilers Community Foundation in Colby's memory.

ABOUT CASA

CASA Child, Adolescent and Family Mental Health is an established non-profit organization delivering holistic, culturally safe wrap-around mental health services to Albertans aged three to 18 and their families. CASA provides mental health service to the missing middle – mental health treatment for diagnosed children and youth, in between prevention and promotion in primary and community care, and acute treatment in hospital.

CASA's team of mental health professionals are trauma experts committed to delivering service in collaboration with community partners. This includes assessment and treatment for up to 4,000 children, youth and their families each year, from community outreach settings to intensive treatment programs.

CASA is embarking on a new five-year roadmap to be leaders in child-centred, family-inclusive mental health services, with a focus on programming efficacy, relevance and financial health. We're leveling up to provide twice as many kids with service over the next few years – services they need now more than ever.

How is CASA leveling up its services to kids and families?

- Expanding services in our own footprints and moving to evening, weekend and summer programming;
- Enhancing online services; and
- Going to where kids are, by working with community partners to find spaces in their facilities and organizations to provide service.