

News Release

CASA Child, Adolescent and Family Mental Health

For immediate release

Cyclists tour southern Alberta to raise awareness and funds for kids' mental health, June 24 to July 1

June 24, 2022 - Cyclists and supporters of CASA Child, Adolescent and Family Mental Health are cycling southern Alberta from June 24 to July 1 to raise awareness and support for kids' mental health. This cycle tour for CASA kids is one of two western Canadian cycle tours to support the cause this month, following a successful Vancouver Island tour from June 11 to 19.

"The southern Alberta *Minds Over Mountains* cycle tour is an annual signature fundraising event for CASA," says Chief Donor Love Officer Nadine Samyca. "These amazing cyclists dedicate their time, fundraising efforts, and physical endurance to children and family mental health in our province, at a time when mental health care is more important than ever."

"This means everything not just to myself, but to the teams at Concrete Blonde Hair and Body and JDK Heating/Cooling," says Chad Stewart, event co-sponsor and cyclist on the Van Isle tour. "We started this journey together to help an organization that was in need that truly made us feel amazing from the very beginning. As a person who has struggled with depression, and kids who have had issues in their past, doing this truly fills our hearts."

Cyclist Peter O'Brien is another picture of dedication. He is cycling both the Van Isle and southern Alberta legs of the Cycle Tour this year in memory of his late wife, Rachel.

"Rachel's journey with melanoma and immune therapy gave us seven years after her diagnosis," says O'Brien. "That is the difference between our youngest child having been 14 when she lost her mom, versus 21. When I think of what that would have been like for my 14-year-old, I can't help but feel like we would have needed to lean hard on CASA for support. I will continue to help in any way I can to support the cause."

The Foothills to Cypress Hills Tour leaves from Stoney Nakoda Resort & Casino over the Highwood Pass, and heads to Pincher Creek and Waterton where riders cycle up and down a scenic roadway. The scenery then changes dramatically as they head east across the plains to Milk River. Riders stop at Writing on Stone Provincial Park to check out the scenery along the Milk River and enjoy the long view into U.S. The tour wraps up in Cypress Hills, the highest point between the Rockies and Labrador, where they cycle on paved roads and trails, with a few good climbs, in this oasis of forest, lakes and hills in the Canadian prairies. Cyclists ride to support the invaluable services CASA provides for children, adolescents and their families with mental health and addiction concerns.

Visit casaservices.org for more information about the tour, and CASA Child, Adolescent and Family Mental Health.

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About CASA Child, Adolescent and Family Mental Health

CASA's new vision is a community where all children, youth and their families are provided with timely mental health care and empowered to thrive.

CASA provides mental health treatment and services to families with children and youth aged three to 18, in a variety of therapy programs, support groups and school-based facilities in Alberta. CASA has an ambitious plan to level up its services and double the number of kids helped over the next few years. This includes expanding existing services, exploring online service, and bringing services closer to where kids need it, such as classrooms.

How to Donate

Community generosity is important to CASA, because it allows the organization to keep leveling up for more families in more communities, with services and programs that wrap around an entire family of caregivers, in addition to the services for each child and youth.

Support kids' mental health; learn more and donate today at casaservices.org.

Routes and Availabilities

Please note, cyclists typically depart each location in the early mornings and only make brief stops at each. Please consider arranging interviews or site visits in advance to ensure they will be on location and can continue to meet their daily kilometre goals.

- Friday, June 24, Nakoda to Longview (148 km)
- Saturday, June 25, Longview to Pincher Creek (143 km)
- Sunday, June 26, Pincher Creek to Waterton National Park (96 km)
- Monday, June 27, Waterton to Milk River (168 km)
- Tuesday, June 28, Milk River to Medicine Hat (127 km + an 85km car jump)
- Wednesday, June 29, Medicine Hat to Cypress Hills (95 km)
- Thursday, June 30, Cypress Hills (55km) Cycle along paved roads and trails in Cypress Hills Provincial Park.

For more information or to arrange media interviews, please contact:

Darby Semeniuk
Director, Communications
CASA Child, Adolescent and Family Mental Health
780-619-5332 (cell) or dsemeniuk@casaservices.org