

News Release

CASA Child, Adolescent and Family Mental Health

For immediate release

Five to Thrive for Kids' Mental Health; May 5 is Thrive Day in Edmonton

May 4, 2022 – Join CASA Child, Adolescent and Family Mental Health to raise awareness and support for kids' mental health in the Edmonton area, on the first ever Thrive Day for kids' mental health, this May 5.

The next wave of the pandemic is here: mental health. Children, youth and their families need mental health support now more than ever.

On an international level, the United Nations' *State of the World's Children 2021* report examines child, adolescent and caregiver mental health, stating "the pandemic may represent the tip of a mental health iceberg – an iceberg we have ignored for far too long." Here in Alberta, the Child and Youth Well-being Review report (2021) found that "vulnerable children and youth were disproportionately impacted by the pandemic and related health measures."

That is why CASA Child, Adolescent and Family Mental Health is celebrating its inaugural Thrive Day, with five ways to help ensure all children, youth and their families are provided with access to timely mental health care and empowered to thrive:

- **\$5 to Thrive.** Will you give \$5 to level up on kids' mental health so that they may thrive? If 10,000 Albertans gave \$5, we will hit our fundraising goal.
- **Thrive Stream-a-thon, May 5.** Hear from CASA's Medical Director and a family during a one-hour, virtual stream-a-thon, including music by local artist Karimah, hosted by Ryan Jespersen.
- **Become a monthly donor** on May 5 at \$5+ a month and receive a Thrive Day t-shirt.
- Buy a ticket or table for CASA's **Thrive Gala on May 13.** Visit casaservices.org/thrive.
- Start a **fundraiser!**

Media are invited to join the live Thrive Stream-a-thon at noon on May 5

Join us over the lunch hour for our inaugural Thrive Stream-a-thon, a fundraiser with conversation and music, hosted by Ryan Jespersen. Hear from CASA CEO Bonnie Blakley and Medical Director Dr. Andrea Yu, as well as other special guests. Join at: <https://livestream.com/accounts/3923053/events/10360481>.

Media Availability

In addition to the Thrive Stream-a-thon, CASA Chief Executive Officer Bonnie Blakley will be available beforehand for media questions, at 11:00 a.m. on Thursday, May 5 on Zoom:

<https://us06web.zoom.us/j/85217585316?pwd=d2U2RkV0eFozc3c4VituVVczam9zdz09>

Meeting ID: 852 1758 5316; Passcode: 847270

For more information, please contact:

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<https://www.unicef.org/reports/state-worlds-children-2021>

<https://www.alberta.ca/release.cfm?xID=80629DD8963FB-F3A6-D6DB-EB981D5A5FA3CBDB>

