

**Cyclists to pedal 787 km through mountains and prairies;
9th annual cycle tour raises funds for kids' mental health**

Thirty-seven cyclists have embarked on the Minds Over Mountains Cycle Tour that takes them 787 km through mountains and prairies as they raise funds for CASA Mental Health, a non-profit provider of mental health services for kids, youth and families in Alberta. From June 16-22, cyclists will ride from Kelowna, B.C. to Sherwood Park, Alta., with stops in Grand Forks, Rossland, Creston, Cranbrook, Radium, Banff and Airdrie.

“Riding my bike helps me keep my body and mental health in shape. Riding to support CASA and their excellent work with a great group of cyclists is a privilege.” – Dave Bellous, Minds Over Mountains cyclist

This year, the event is organized by Chad Stewart, owner of Concrete Blonde, and Shane Kyle, owner of JDK Group.

“Minds Over Mountains cyclists have formed a community with a common goal: raising money for mental health. Seven years ago, Shane Kyle of JDK Group asked me if I wanted a challenge — to participate in the Minds Over Mountains Cycle Tour. We did it, and here we are, years later. We’ve been the title sponsors for the last six years, and this year we decided to take it to a whole new level by organizing it together.” – Chad Stewart, owner of Concrete Blonde and 2024 co-organizer

The Minds Over Mountains Cycle Tour began in 2015 and has since raised over \$1 million for child, youth and family mental health. This year, the tour raises funds for CASA’s mental health services that centre around the child and wrap around the entire family. Each cyclist has pledged a minimum of \$5,000, and the overall fundraising goal for the 2024 cycle tour is \$150,000.

“The Minds Over Mountains Cycle Tour has been a gift to CASA and the kids we serve. The tour has brought hope to families struggling to support children with mental illness and the funds raised have supported the delivery of more mental health services to more kids across Alberta, closer to where they live. The tour also has a storied history. It came to CASA in 2015, thanks to local philanthropist Nick Lees, and it’s going strong nine years later. Cyclists have a huge challenge ahead, but they also have the help of a 17-person support team and our incredible cycle tour organizers. All of us at CASA will be cheering them on.” – Bonnie Blakley, CASA CEO

Cyclists will conquer challenging terrains and experience the thrill of riding through scenic destinations in British Columbia and Alberta, all while raising funds for kids’ mental health care.

Media outlets along the cycle tour route are welcome to contact CASA to arrange interviews with CASA CEO Bonnie Blakley, Concrete Blonde owner Chad Stewart and JDK owner Shane Kyle, as well as to collect footage or speak with cyclists at each location.

Please note, cyclists typically depart each location in the early morning and begin arriving at their daily destination after approximately 3:30 p.m. 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.

Media contact:

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Schedule

Stage 1: Sunday, June 16 – Kelowna, B.C. to Rock Creek, B.C. (129.12 km + 71.8 km vehicle jump to Grand Forks)

Stage 2: Monday, June 17 – Grand Forks, B.C. to Rossland, B.C. (99.04 km)

Stage 3: Tuesday, June 18 – Rossland, B.C. to Creston, B.C. (129.76 km)

Stage 4: Wednesday, June 19 – Creston, B.C. to Cranbrook, B.C. (109.28 km)

Stage 5: Thursday, June 20 – Cranbrook, B.C. to Radium, B.C. (144.28 km)

Stage 6: Friday, June 21 – Radium, B.C. to Banff, Alta. (135.05 km + 143 km vehicle jump to Airdrie)

Stage 7: Saturday, June 22 – Travel to Sherwood Park, unload and cycle to JDK Group for ride-in celebration (40.32 km)

Each stage will begin at 8 a.m. and arrival times will vary.

About Concrete Blonde

Concrete Blonde is your premiere choice for hair and body treatments in Sherwood Park. Their salon offers a luxurious and friendly atmosphere, where guests feel welcome and pampered. The Concrete Blonde team includes educators from the beauty industry and award-winning hair artists who provide guests with leading knowledge and techniques to offer the best overall experience possible.

Concrete Blonde owner Chad Stewart has participated in the Minds Over Mountains Cycle Tour since 2016, and is a co-organizer of the 2024 cycle tour.

About JDK Group

JDK Group are experts in HVAC, furnace and air conditioning installation and repair – serving Edmonton, Sherwood Park, Fort Saskatchewan and St. Albert. They are dedicated to providing top quality services for residential clients. JDK's knowledgeable team evaluates and recommends the best solutions for your unique HVAC needs with reliable and efficient products.

JDK Group owner Shane Kyle has participated in the Minds Over Mountains Cycle Tour since 2016 and is a co-organizer of the 2024 cycle tour.

About CASA Mental Health

CASA Mental Health is a non-profit, accredited provider of clinical mental health services, delivering holistic, culturally-safe wrap-around services to Albertans aged three to 18 and their families. CASA provides mental health service to the “missing middle” – therapeutic and medical treatment for 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 thousands of children, youth and families each year, from community outreach settings to intensive treatment programs.