

RIDE DON'T HIDE

JOIN THOUSANDS OF CANADIANS FOR OUR ANNUAL RIDE DON'T HIDE EVENT!

FOR IMMEDIATE RELEASE

May 31, 2018

Sault Ste. Marie, ON – The Canadian Mental Health Association (CMHA) Sault Ste. Marie presents our 4th annual “Ride Don’t Hide.” June 24th, 2018 thousands of Canadians from Newfoundland and Labrador to British Columbia are riding as part of “Ride Don’t Hide” to end the stigma of mental illness.

Funds raised during this year’s ride will go to expanding CMHA’s Talk Today program. The Talk Today program focuses on providing mental health education, training and support to young athletes in our community.

“Each year we ride to show our community that taking care of our mental health is important. Each year we join together to fight stigma and raise funds for our local branch. Last year we reached our \$ 10,000 goal thanks to the generosity of so many supporters. This year our goal is \$ 15,000 and we are confident our community will help us reach our goal” said, Annette Katajamaki, Executive Director, CMHA, Sault Ste. Marie.

This year riders can choose one of three rides:

- **50km road ride to Echo Bay and back (for experienced cyclists only)**
Registration 8:00 a.m. ride starts at 8:30 a.m.
- **25km Hub Trail ride**
Registration 9:00 a.m. ride starts at 10:00 a.m.
- **5km section of the Hub Trail ride**
Registration 10:00 a.m. ride starts at 11:00 a.m.

“I do the Ride because it sends a positive message that Physical fitness in any way, shape or form, is good for your Mental Health. I, as well as people close to me, have lost a family member or friend and if we encourage talking about it more, people suffering could be heard and given the help they need. “ says Ingrid Atkinson, Champion of the Sault Ste. Marie ride and Captain of the TD Riders team who has taken part in the ride every year since the inaugural ride in 2015. “Ride Don't Hide promotes a very

strong message of talking about your Mental Health, rather than keeping it hidden and taking the steps (or pedals) to get out there and do something about it.”

All rides begin at the back entrance of Algoma University, near the Speak Easy. All register riders receive a t-shirt, swag bag, and a water bottle. An award ceremony and barbecue lunch will take place after the ride.

Donate, volunteer and register to ride online at www.ridedonthide.com/on/ride/sault-ste-marie/ or register in person at 386 Queen St. East today.

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About Us

Founded in 1918, the Canadian Mental Health Association (CMHA) is Canada’s most extensive community mental health organization. A strong presence in 110 communities across Canada, CMHA provides advocacy and resources that help to prevent mental health problems and illness, support recovery, and resilience, enabling Canadians to flourish and thrive. Many Canadians face mental illness or addiction. Fight the stigma, talk and seek help.

CMHA Sault Ste. Marie offers a number of services and supports to the community that empower individuals, groups and communities to define, achieve and maintain a mental, physical, emotional and spiritual balance. Whether individuals are experiencing a mental illness, have a family member or friend with mental illness, are a health care provider, an employer, or are seeking information, CMHA Sault Ste. Marie is available to help. CMHA Sault Ste. Marie is incorporated and is governed by a volunteer Board of Directors. Funding for the programs and services is from many services, including the Northeast LHIN, United Way, grants and donations.

For more information please contact:

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