

Clara's Big Ride



Bell

Let's Talk

Clara Hughes is calling on you to support mental health in your community.

FOR IMMEDIATE RELEASE DRAFT

WINNIPEGGERS RAISING THEIR VOICES FOR BELL LET'S TALK DAY

WINNIPEG, MB (January 14th, 2014)

The Canadian Mental Health Association (CMHA) Winnipeg Region is proud to be hosting Clara's Big Ride in Winnipeg on June 14th, 2014 as part of a network of 82 Community Champions for Clara's Big Ride for Bell Let's Talk. We will welcome Clara Hughes into our communities during her 110-day ride around Canada to help raise awareness and action in mental health and reduce the stigma around mental illness.

To get Winnipeggers ready we will be celebrating and talking about mental health on **Bell Let's Talk Day Tuesday January 28th, 2014** with a special community skate from 4pm-7pm at Clara Hughes Recreation Park (281 Henderson Hwy). Tessa Blaikie, Community Champion for Clara's Big Ride in Winnipeg, and Youth Mental Health Promotion Worker with CMHA Winnipeg shares, "We are thrilled to host this event as we get ready for the huge opportunity that is coming to Winnipeg when Clara Hughes cycles through on June 14th as part of her amazing cross Canada journey. "

Starting at 4pm hot beverages and sticky buns will be available thanks to the generosity and nutritional sponsorship of **Johnny's Sticky Buns**. *Sport Manitoba* will be supplying skates for youth and adults who do not have their own to come participate in the evening. Event host **Ace Burpee of Virgin 103.1 Radio** will Emcee our speakers, entertainment and prizes and help us generate some real Winnipeg warmth. Many performances will be included such as **Keith Macpherson** who will be performing an afterschool concert at 4pm. There will also be an ice sculpture building workshop sponsored by Festival du Voyageur and art installations from Artbeat Studio.

On her national bicycle tour through every province and territory Canada's six-time Olympic cycling and speed-skating medalist Clara Hughes will invite people in communities large and small into the mental health conversation and share her own story of mental health challenges. Clara's Big Ride for Bell Let's Talk will span 12,000 kilometres over the course of 110 days, beginning in Toronto March 14, 2014, visiting 95 communities and concluding in Ottawa on Canada Day, July 1 (in Winnipeg June 14th).



START
Toronto
March 2014



Clara's Big Ride



Bell

Let's Talk

Clara Hughes is calling on you to support mental health in your community.

On June 14th, CMHA Winnipeg will host Clara's Carnival 11am-3pm at Clara Hughes Recreation Park to welcome Clara to Winnipeg culminating with Manitoba's Big Social for Clara's Big Ride at the Manitoba Museum from 7pm-12am. Clara will be speaking at both events. More details will be available on these events in the coming months.

Contact:

Tessa Blaikie

Youth Mental Health Promotion Worker

930 Portage Avenue, Winnipeg MB R3G 0P8

Ph. 204-982-6105, Fax. 204-982-6128, Cell. 204-995-2944

tessab@cmhawpg.mb.ca

