



Canadian Mental
Health Association
Mental health for all



ride don't hide

BACKGROUND: RIDE DON'T HIDE 2017

What is it all about?

On June 25, 2017 thousands of Canadians will get on their bikes and cycle together for mental health at Ride Don't Hide. The Canadian Mental Health Association's annual cycling fundraiser brings together Canadians of all ages and from all walks of life to help break the stigma and raise funds to improve mental health in their community.



This year Newfoundland and Labrador have joined the movement so, for the first time, Canadians will be participating coast-to-coast making Ride Don't Hide the biggest mental health bike ride in Canada.

Ride Don't Hide is an opportunity to connect with your community while enjoying the physical and mental health benefits of physical activity. Invite your coworkers, friends, students, classmates and family to join your team. Come and meet some new faces.

The family-friendly event is for riders of all ages and abilities—from novice rider to advanced cyclist. In each community, cyclists will be supported from start to finish with rest stops, water to fuel the journey, and fans to cheer them on!

When is it?

The ride takes place Sunday, June 25, 2017 in more than 30 towns and communities across Canada.

Where is it?

Join us in more than 30 communities in BC, Alberta, Saskatchewan, Manitoba, Ontario, and Newfoundland and Labrador:

- **BC:** Greater Vancouver, Victoria, Mid-Island (Nanaimo), Port Alberni, Kamloops, Prince George, Shuswap-Revelstoke (Salmon Arm), South Okanagan-Similkameen (Penticton), Vernon
- **Alberta:** Calgary
- **Saskatchewan:** Regina
- **Manitoba:** Winnipeg,
- **Ontario:** Greater Toronto, Haldimand-Norfolk, Cochrane-Timiskaming, Grey Bruce, Halton, Kenora, Lambton Kent, Middlesex, Niagara, Oxford County, Peel Dufferin-Caledon Hills, Sault Ste. Marie, Sudbury/Manitoulin, Windsor, Peterborough, Waterloo Wellington, Hamilton
- **Newfoundland and Labrador:** St. John's

How Do Riders Register?

Individuals, families, and teams can register online at www.ridedonthide.com.

Virtual riders and children aged 12 years and under ride for free.

Each registered rider receives a complimentary riding shirt and an online personal fundraising page to ask friends, family and colleagues to join them in supporting mental health.

What if I can't make it to an event? Can I still participate?

Don't see a ride near you? It's easy to Ride Don't Hide Anywhere! Whether you want to involve your school, your neighbourhood, or your town, we have the tools to help make that happen. Visit <http://ridedonthide.com/anywhere/ride/anywhere/>

Ride Don't Hide Timeline & Growth

The Ride Don't Hide movement began on August 1, 2010, as Michael Schratter, a Vancouver Teacher, set out on a solo, global cycling journey called Ride Don't Hide.

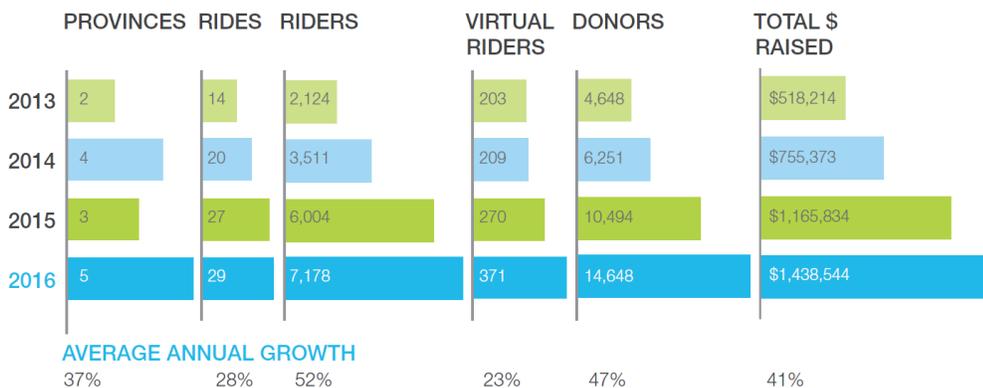
His mission was to raise awareness about mental illness, combat the stigma surrounding it, and raise funds for the Canadian Mental Health Association (CMHA). In 15½ months Michael cycled almost 40,000 km across six continents and 33 countries.

Upon this momentum a national movement was born.



- In 2012 the first Ride Don't Hide community bike rides in the Lower Mainland and 100 Mile House engaged over 500 participants and raised \$135,000.
- In 2013 Ride Don't Hide expanded outside of BC to Ontario and CMHA engaged 2,500 participants and raised over \$500,000 for mental health programs.
- In 2014, the Ride Don't Hide movement continued to grow nationally with 20 community bike rides across four provinces engaging 3,500 participants and raising over \$800,000. 2015 saw 27 rides, 6,000 participants raising over \$1,100,000 for mental health programs.
- In 2016 over 7,000 participants raised over \$1.4 million at 29 rides across five provinces.

Growth overview



In five years, Ride Don't Hide has generated approximately \$4 million. Now in its 6th year it is poised to be the largest yet, aiming for more than 10,000 riders in more than 30 communities across six provinces to raise \$1,700,000 for local mental health programs across Canada. This kind of growth is rare.

Where Does the Money Go?

Ride Don't Hide raises awareness and funds that make a significant impact in your local communities. Money raised by participants support CMHA mental health programs such as:

Bounce Back: Reclaim your Health®: a free, effective skills-based program that's helping British Columbians bounce back from depression, reducing symptoms of depression and anxiety by half

Living Life to the Full: bursaries for an eight-week course teaching youth and adults life enhancing skills they can use throughout their lifetime

Pandemonium: Youth with Anxiety Group: helping youth with serious mental health issues to connect with their community, peers and adult role models while building skills to manage their mental health that will last a lifetime.

Super Saturday Club: a no-cost monthly recreation program for children whose parents have a mental illness, providing a safe, enriching, social and recreational experience for children while giving parents the opportunity to focus on his/her own wellness needs.

Funds support other programs including homelessness outreach, nutrition and healthy eating, social housing, employment programs, and education grants.

Ride Don't Hide Social Media

Website: www.RideDontHide.com
Facebook: @RideDontHide
Twitter: @ridedonthide / #RideDontHide / #EndStigma
Instagram: RideDontHide

About the Canadian Mental Health Association (CMHA)

Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health organization in Canada. Through a presence in hundreds of neighbourhoods across every province, CMHA provides advocacy and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive. Visit the CMHA website at www.cmha.ca.