

For Immediate Release

Couch to 5K Event in Support of KW Counselling Services Launches on “Blue Monday”

KW Counselling Services is celebrating 70 years of providing accessible counselling services to individuals, couples, and families in Waterloo Region and is hoping the community will help them continue this work by participating in the #Run4KWCS event. People can run, walk or roll alone, or with a team. The run route is their choice. People can participate in this virtual event from anywhere in the world and help raise funds to support the work of KW Counselling Services.

What is Couch to 5K? Couch to 5K is a running plan for absolute beginners. It was developed by a new runner, Josh Clark, who wanted to help his 50-something mum start running, too. The plan involves three runs a week, with a day of rest in between, and a different schedule for each of the nine weeks.

“Blue Monday is often considered the most depressing day of the year,” says Rebecca Webb, Executive Director of KW Counselling Services. “We thought it would be a perfect day to launch this event in support of our counselling services.”

Blue Monday is January 18th and the progressive schedule for the couch to 5k will end on March 27th. Bell Let’s Talk Day falls on January 28th. “The event is a way for us to bring awareness to the importance of mental health at a time of the year that many people find challenging,” says Webb. “It also gives us an opportunity to highlight the local mental health services offered by KW Counselling Services and our partners in the Counselling Collaborative of Waterloo Region.”

Webb continues, “People often think that our services are free or that they are funded by the government. In reality, only about 30% of our funding comes from government sources each year. The rest comes from grants we apply for, donations from individuals and businesses, fees for service, and events like the couch to 5k.”

#Run4KWCS is sponsored by Staebler Insurance and Bell Canada. KW Counselling Services hopes to raise \$30,000 with this event. People can sign up to participate or make donations to teams and individuals by visiting kwcounselling.com.

Media Contact

Rebecca Webb, Executive Director
rwebb@kwcounselling.com 519.884.0000 x216

About KW Counselling Services

KW Counselling Services is celebrating 70 years as a multi-service agency offering counselling supports to individuals, couples, and families in Waterloo Region. In addition to our accessible mental health services, we offer parenting education and supports through our Parenting with Passion and Parenting Now programs; specialized services including counselling, and recreation and leadership youth groups for LGBTQ2+ youth through our OK2BME program; community development and training opportunities for members of multicultural communities; as well as training and placement opportunities for graduate students in social work and related fields.