

For Immediate Release

KW Counselling Services' Kicks Off Mental Health Week with Couch to 5K Fundraiser

Mental Health Week is May 2-8 and KW Counselling Services is kicking off its' 10-week Couch to 5K fundraising event, launching on May 2nd and culminating on July 8th.

KW Counselling Services has been providing accessible counselling services to individuals, couples/partners, and families in Waterloo Region for over 70 years, and is hoping the community will help them continue this work by participating in this year's Couch to 5K event. People can run, walk or roll on their own, or with a team. People can participate in this event from anywhere in the world, choosing their own route, and raising funds to support the work of KW Counselling Services. Folks can collectively share the experience using the hashtag #Run4KWCS across social media.

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, culminating in a 5K on week ten.

"Our mental health is linked to our overall health," says Rebecca Webb, Executive Director of KW Counselling Services. "These past couple years have been especially tough and demanding. As we emerge from our second full winter under pandemic conditions, we thought launching during Mental Health Week, and encouraging folks (including ourselves!) to get outside just as the weather is warming, and the days are lengthening, would be a fitting time for this event in support of our counselling services."

Mental Health Week is May 2-8 and the progressive schedule for the Couch to 5k will end on July 8th. "The event is a way for us to bring awareness to the importance of mental health during a time many have found challenging," says Webb. "It also gives us an opportunity to highlight the local mental health services offered by KW Counselling Services."

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, or less than a third, 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 TD Canada and Toyota Motor Manufacturing Canada. People can sign up to participate, create a team, make donations to individuals or team by visiting kwcounselling.com.

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About KW Counselling Services

KW Counselling Services is a multi-service agency offering counselling supports to individuals, couples/partners, 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 youth groups for 2SLGBTQIA+ youth through our OK2BME program; support for those who have experienced intimate partner violence through our Strong Moms, Safe Kids 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