**MEDIA RELEASE**

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FOR IMMEDIATE RELEASE

Thursday, November 26, 2020

**BOYS AND GIRLS CLUB AND YOUTH HQ LAUNCH
“KIDS NEED CONNECTIONS” DECEMBER GIVING CAMPAIGN**

**Red Deer, AB** – This past year has been challenging for many charities in their efforts to raise the needed funds to continue to provide programs and services and the Boys and Girls Club is no exception. The recent cancellation of the annual Zed Haunted House event has certainly impacted the fundraising efforts in support of the Boys and Girls Club.

In these challenging times, children and families are isolated. struggling to cope and understand and are forced to wrestle with other mental health issues. Every child deserves the chance to exceed beyond the circumstances that surround them.

“Despite the challenges, our amazing staff team and dedicated volunteers have been able to adapt and continue to respond to the more than 1,500 children and youth who need our programs and services now more than ever.” states Rob Lewis, Executive Director.

**Boys and Girls Clubs** ensure children and youth are connected to others and the world around them. We aim to cultivate authentic, caring relationships, opportunities, and connections to create a sense of belonging among and between children, adults, and community.

There are more than 1,500 children and youth in Red Deer and Red Deer County looking for connections; a mentor or someone to look up to; a safe place to go and make friends; somewhere to feel valued and a sense of belonging.

**Boys and Girls Clubs** are adapting to these circumstances to help ensure Kids are Connected.  ***We need your help.*** Our funds are not adequate to meet the present need.

Please visit [www.youthhq.ca](http://www.youthhq.ca) and click the link to **“Kids need Connections”**. You can share with your family, friends, co-workers, and contacts through social media or email contacts and/or donate to support the cause.

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**About Boys & Girls Club of Red Deer and District**

Boys and Girls Club provides fun after school and out-of-school programs and activities to give young people the opportunities to develop their potential and achieve their dreams. As youth develop positive, healthy relationships with peers, role models and family members, they can become the best versions of themselves and develop into the leaders of tomorrow. Boys and Girls Club of Red Deer & District was started in 1983, and currently serves over 1,500 youth in 12 communities around central Alberta.

**About Youth HQ**

Youth HQ empowers youth by fostering a community of support. Our network seeks to instill young people with confidence in their unique identities and abilities, providing them with skills for life through knowledge, healthy relationships, and quality experiences while providing safe environments to learn and grow. Youth HQ coordinates programming for Big Brothers Big Sisters of Red Deer & District and Boys & Girls Club of Red Deer & District, offering numerous programs and services that support children, youth and families.

**For more information, contact:**

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