

FOR IMMEDIATE RELEASE

Valley Credit Union Supports HEADSTRONG Committees in AVRCE High Schools

(December 13, 2018 - Waterville, NS) Valley Credit Union has donated \$3,000.00 in support of HEADSTRONG committees in high schools throughout the Annapolis Valley.

HEADSTRONG is an evidence-based anti-stigma initiative created by the Mental Health Commission of Canada (MHCC). It inspires youth ages 12-18 to *Be Brave, Reach Out and Speak Up* about mental health. This national initiative teaches students how to reduce stigma and become mental health champions in their schools.



“A team from each high school in the Annapolis Valley Regional Centre for Education (AVRCE) attended a HEADSTRONG summit at Camp Brigadoon in October. Those teams are starting in-school HEADSTRONG committees with other interested students and the support of school staff. Students use their own creativity and the HEADSTRONG School-Based Activity Toolkit to hold awareness and education activities for the whole school,” said Mike Ouellette, AVRCE Supervisor of School

Support Services. “Valley Credit Union’s donation will go a long way in assisting these student-led teams in their work.”

“Mental health is a serious concern for many people and while we are getting better at talking about it we still have a long way to go. The HEADSTRONG program is all about removing the stigma around mental health issues so that students feel safe, supported, and more likely to seek out assistance when they need it,” said Len Ellis, Valley Credit Union’s President and CEO. “We are excited about what these students are creating in their schools and we hope our donation ensures they have the resources they need to make the program as successful as possible.”



About Valley Credit Union

Located in the beautiful Annapolis Valley, Nova Scotia, Valley Credit Union is a non-profit, full-service financial institution with seven branches, a wealth management office, over 11,000 members, and approximately \$172 million in assets; 1,500 of which are business owners. It is a cooperative which means it is owned by its members and is governed by a Board of Directors voted in by its members. Valley Credit Union has shown consistent profitability and continues to pay annual patronage dividends to its membership. It offers a full range of personal and business banking products and services and is committed to helping its members achieve their financial goals by offering solutions customized to their needs. Valley Credit Union brings value to those it serves through ownership, personal service, skilled and knowledgeable staff and a commitment to the communities in which it operates.

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Related Links

www.valleycreditunion.com

<https://www.avrce.ca/>

<https://www.avrce.ca/article/headstrong-summit-equips-student-leaders-reduce-mental-illness-stigma>

<https://www.mentalhealthcommission.ca/English/resources/training/headstrong>