

Black Dog Ride

- NSW 2016 -



**FOR IMMEDIATE RELEASE
WEDNESDAY 21st SEPTEMBER 2016**

Son's Suicide Motivates A Mother on Black Dog Ride

Black Dog Ride's NSW contingent will set off on their epic suicide prevention ride on 9th October, which aims to put a spotlight on mental health in regional New South Wales.

This year Queanbeyan couple Colin Lasscock and Deanne Vaughan joins them again, riding from Brunswick Heads to Penrith on a 2700 journey of mental health awareness.

Deanne says, "Col and I got involved in Black Dog Ride in 2014 after losing our son Jay to suicide in 2012. We found the ride helped us heal a little bit. We were both overwhelmed with the support we received in the past two rides and would like to again add our voices to the cause. Jay lives on through us and his three children now and so suicide prevention is something we will support for as long as we can."

Every year in Australia, 1,000,000 adults and 100,000 young people live with depression. Around 50% of people living with depression won't seek treatment and over 3,000 Australians will take their own lives this year.

Deanne says that we can all do something positive to help. "By starting these conversations, we can encourage even one person to seek treatment and prevent one suicide, it is all worth it."

Black Dog Ride's NSW riders will travel from Brunswick Heads to Texas, Nambucca Heads, Walcha, Bathurst, Cooma, Bateman's Bay and finish the awareness raising adventure with a Ride Finale Dinner in Penrith.

Fundraising from Black Dog Ride's NSW 2016 will support Lifeline's Online Crisis Support chat service and Mental Health First Aid's teen MHFA program in Australian Secondary Schools.

You can support Black Dog Ride's suicide prevention campaign by donating at: <https://donation.giveeasy.org/black-dog-ride/state-rides-2016>

To contact Deanne, email DeanneVaughan@hotmail.com

For more information about NSW 2016, contact Ride Coordinator Wayne Amor via email: nsw@blackdogride.com.au or mobile on: 0472-556-488

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KEY MESSAGING

BLACK DOG RIDE - QLD 2016

General Messaging Points:

- ✦ Suicide is the leading cause of death for Australians aged 15-44
- ✦ The suicide rate in Australia equates to one death every three hours, which is eight deaths a day
- ✦ More than twice as many people die from suicide in Australia than in road related deaths
- ✦ 75% of all Australians who die by suicide are men
- ✦ Suicide amongst men in regional communities is nearly as high as men in metropolitan areas
- ✦ Depression is the most prevalent mental health disorder experienced by Australians
- ✦ Over one million Australian adults and 100,000 young people live with depression each year
- ✦ 1 in 5 people will experience depression in their lives; 1 in 4 females and 1 in 6 males
- ✦ Black Dog Ride is a national suicide prevention charity based in Busselton WA
- ✦ Black Dog Ride has raised over \$2,200,000 for mental health services since 2009
- ✦ NSW 2016 is a week long motorbike ride in through NSW organised by Black Dog Ride to raise awareness and funds for depression and suicide prevention
- ✦ Riders will carry a soft toy dog called Winston, the mascot of Black Dog Ride, inspired by Sir Winston Churchill who famously diarised about being shadowed by the "black dog of depression".
- ✦ Fundraising from NSW 2016 benefits Lifeline Australia and Mental Health First Aid Australia
- ✦ Mental Health First Aid Australia will use the funds to continue the Black Dog Ride funded roll out of their MHFA Teen Program which has trained 714 adolescents since 2015
- ✦ Lifeline will be using the funds for building the capacity of their online Crisis Support Chat service which assists over 40,000 people experiencing suicide or a mental health crisis annually.

For more information about NSW 2016, contact Ride Coordinator Wayne Amor via email:
nsw@blackdogride.com.au or mobile on: 0472-556-488

-----END OF KEY MESSAGING-----