

Black Dog Ride

- QLD 2016 -



The Great QLD Coast to Country Circumnavigation

FOR IMMEDIATE RELEASE
WEDNESDAY 8th AUGUST 2016

QLD Motorcycle Riders Shine a Spotlight on Suicide

Black Dog Ride's Queensland contingent sets off on their unforgettable inland motorcycle ride in a week, which aims to put a spotlight on suicide prevention in regional Queensland.

Black Dog Ride's QLD 2016 Coordinator Michael "Youngie" Young knows how difficult it is to help a friend family member or colleague through mental health issues and depression. His work as a paramedic and emergency responder sees him and his work mates regularly face tough situations.

But Youngie won't brush the issue under the carpet, and has organised the two week Coast to Country Black Dog Ride to help raise awareness around mental health and suicide prevention. "It's about starting community conversations. It's about letting people know that there's hope, even when the black dog is biting," he said.

40 Black Dog Riders will depart Brisbane on Monday 15th August, circumnavigating the state from the coast to the country, visiting communities in Roma, Longreach, Winton, Mt Isa, Kurumba, Georgetown, Cooktown, Mission Beach, Mackay and Bundaberg then arriving back in Brisbane on 27th August.

Black Dog Ride, now in its seventh year, is a national suicide prevention charity whose mission is to raise awareness of depression and suicide prevention. Funds raised by Black Dog Riders during QLD 2016 will fund Mental Health First Aid's Teen Program in Australian secondary schools and build the capacity of Lifeline's online Crisis Support chat service.

To donate to Black Dog Ride's QLD 2016 campaign, visit www.blackdogride.com.au/qld2016

For more information about QLD 2016, contact Michael Young
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KEY MESSAGING

QLD 2016

General Messaging Points:

- 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 twice as high as men in metropolitan areas
- The average Australian suicide rate is 10 per 100,000 however in QLD it is 14 per 100,000
- 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
- QLD 2016 is a 12 day long motorbike ride in through QLD organised by Black Dog Ride to raise awareness and funds for depression and suicide prevention
- Fundraising from QLD 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 QLD 2016, contact Michael Young:

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