



Discovery House Family Violence Prevention Society
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Media Release

FOR IMMEDIATE RELEASE

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The Big Canada Run supports Discovery House

[Calgary, July 7, 2020] –The Big Canada Run kicked off on Canada Day with 2000 runners and walkers from 14 countries starting an 8000 km 12-month virtual race across Canada. Teams and their supporters made donations to three charities: Greater Ottawa Habitat for Humanity, Discovery House Family Violence Prevention Society of Calgary, and Operation Underground Railroad of Anaheim, California. Discovery House is honoured to be a charity of choice for this very Canadian concept.

“The idea came while out on a run in Ottawa. Road trips and the idea of crossing Canada is part of Canadian culture. We want to follow in the footsteps of Terry Fox and run across Canada as a team,” says race director Valentina Escobedo. The purpose of the race is to inspire us to be healthy, to stay active, and to support our communities. Valentina continues, “It’s been hard to set goals in this time, and hard to support others while we take care of our own budgets and families. This race helps us help others and look after ourselves.”

Charities continue to benefit from race supporters during this year

Fundraising surpassed \$10,000 on July 2 – day two of the race – and a new target of \$15,000 was set. Racers directed a large portion of the donations to Discovery House. This opportunity introduces Discovery House and our model of care across Canada. We support children through addressing trauma resulting from witnessing domestic violence, promoting positive brain development, and building protective factors and resiliency. We equip mothers with the abilities to support their children through improved parenting skills, financial literacy, and trauma-informed counselling. Through our programs, families transition from homelessness and poverty into independent and stable housing and healthier relationships. We provide wrap-around supports for children and mothers fleeing domestic violence.

With registration staying open to fill the final 100 spots, donations continue to come in. You can donate to Discovery House on behalf of teams and participants at thebigcanadarun.ca.

It feels like a race

Although the distance-tracking and the site-seeing is online, the pictures and chats on Facebook and Instagram share the race-day feelings. As runners increase their distance travelled, they receive virtual badges. They can even see the daily standings. Organizers have a year of surprises to keep the spirit alive and participants moving. Discovery House staff are also taking part in this race. We commit to walking or running two to five kilometers a day until our teams cross the finish line.

Discovery House is proud to be the top social services charity in Canada, as rated by MoneySense magazine and to be one of Canada’s most trusted charities, recognized by Maclean’s and Charity Intelligence for our impact, efficiency and transparency.





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For further information or to make a financial donation to Discovery House, please visit www.discoveryhouse.ca or thebigcanadarun.ca for more details.

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ABOUT DISCOVERY HOUSE

Discovery House is a social-profit organization providing a continuum of care to women and their children fleeing domestic violence. We facilitate transitional housing, offering longer-term, safe places for women and children to call home while they begin rebuilding their lives. We provide mothers access to counselling, support, and programs to ensure they never return to abusive partners. We work directly with children, to mitigate the effects of trauma and prevent the cycle from repeating. To learn more or donate, visit discoveryhouse.ca.

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