



Proudly supporting



When you take part in Life Cycle, you're helping kids get back to being kids - even when they're in the hospital. The money you raise will support vital Child Life programs at both the Alberta Children's Hospital in Calgary and the Stollery Children's Hospital in Edmonton.

Level up your social media game with our social-media-ready Life Cycle graphics, messages and information about Child Life programs that will help your network understand why you're cycling and why they should support you.

Just copy and paste from this document to craft your message to your network. Make it your own by editing and adding your own personal touch!

Facebook / Instagram messages

Option A

Hi friends! I've set a goal to bike **[insert your chosen distance here]** KMs with @lifecycleforkids and am looking for YOUR support! When you donate to my personal fundraising page, you're supporting Child Life programs such as art and music therapy – helping kids get back to being kids, even when they're in the hospital. Donate today **[insert your own personal fundraising page here]**. #LifeCycle4Kids

Option B

This June, I'm biking **[insert your chosen distance here]** KMs with @lifecycle4kids to help kids get back to being kids, even when they're in the hospital. But I can't do it without you! I need YOUR support to reach my fundraising goal and help me move kids' health forward. Donate today **[insert your own personal fundraising page here]**. #LifeCycle4Kids

Share and tag

When sharing please tag @lifecycle4kids, use the hashtag #LifeCycle4Kids and share the website lifecycleforkids.com.

Did you know...

- Certified Child Life specialists are clinically trained in trauma reduction in addition to the developmental impact of illness and injury. Their role helps improve patient and family care, satisfaction, and overall experience with a toolbox of therapeutic services such as music therapy, art therapy, pet therapy, horticulture therapy, distraction therapy and they oversee programs such as Beads of Courage as well as hospital play areas designed just for kids.
- Music therapy has been shown to engage multiple parts of the brain. At the Alberta Children's Hospital and the Stollery Children's Hospital, music therapists distract, comfort, inspire and motivate kids, and provide comfort and support to guardians in some of their most challenging moments.
- Pet therapy is shown to have positive impacts on kids in hospital. Specially trained furry friends visit kids in hospital, providing a much-needed distraction on their health journey.
- Horticulture therapy is an engaging and meaningful way to help kids overcome their challenges by allowing them to build, plant, nurture, harvest, craft and beautify. And what kid doesn't like to get their hands a little dirty?
- Therapeutic art lets kids get creative and express themselves with crafts and colour. Child Life specialists visit kids in their rooms or host virtual art therapy sessions for kids in their rooms. There are also art rooms that allow kids and their siblings a chance to get out of their rooms and leave their worries behind, even if it's just for a little while.