

Citywide Banks Raises Over \$9,000 for Mental Health Crisis Counseling through Hope Floats Duck Race

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Citywide Banks, along with its customers and employees, contributed more than \$9,300 to mental health nonprofit, Rocky Mountain Crisis Partners. The bank participated as a corporate sponsor, and rallied more than 1,000 duck “adoptions” through its branches and social media for the third annual Hope Floats fundraising campaign and duck derby race. RMCP is a provider of Colorado Crisis Services and operates a 24/7/365 hotline for mental health and substance use crises, free of charge for all Coloradans. If you or a loved one is in need of help, call **1.844.493.TALK (8255)**.

The Hope Floats campaign culminated this past weekend with a duck derby race event at Great Lawn Park in Denver’s Lowry neighborhood. Nearly 4,000 “adopted” rubber ducks raced in the water to cheering crowds. The overall Hope Floats campaign raised more than \$18,000 for RMCP through duck adoptions. Additional funds were raised through corporate sponsorships, which included Citywide Banks.

“Rocky Mountain Crisis Partners is incredibly thankful to Citywide Banks for its support of our organization and of our event, Hope Floats,” commented Rikki Allen of Rocky Mountain Crisis Partners. “Citywide Banks’ support and participation consistently provides a meaningful impact in the total dollars raised through Hope Floats, which contributes directly to providing live-saving services to the hundreds of callers our clinicians and peers speak to each day.”

Duck Race Winners Announced

The first three ducks to float across the finish line won cash prizes for their “adoptive parents.” The winning duck was adopted by **Ashlee R.**, who was awarded the \$1,500 cash grand prize. The two runner-up ducks were adopted by **Colin S.** (\$1,000 prize) and the team at **Aspen Pointe Mental Health Center** (\$500). Winners will be notified directly by RMCP.

Citywide Banks Employee Team Contest

For the third year in a row, Citywide Banks turned its Hope Floats fundraising campaign into a fun contest. All employees were divided into seven teams to see who could generate the most duck adoptions. The fundraising campaign was promoted through the bank’s social media and branch locations. Here are the final standings of our bank’s corporate teams:

- **(WINNER) Cherry Creek / Hampden / Santa Fe Team** - 454 ducks
- **Colfax Team** - 187 ducks
- **Mississippi Team** – 128 ducks
- **Peoria Team** – 95 ducks
- **Arvada / Lakewood Team** – 93 ducks
- **DTC / Centennial Team** – 33 ducks
- **Boulder / Downtown Denver Team** – 23 ducks

About Rocky Mountain Crisis Partners

Rocky Mountain Crisis Partners has become a leader in collaboration, striving to reduce redundancy in the behavioral health system by providing access to care and continuity of care through partnerships with existing providers. RMCP strives to help shape the future of Colorado’s behavioral health system through its insight and demonstrated expertise.

RMCP is a proud provider of Colorado Crisis Services and operates its crisis and support line. The crisis and support line is a free, confidential, 24/7 hotline for mental health and substance use crises, information, and resource referrals, staffed by masters’ level professional clinicians and trained peer support specialists – the first statewide resource of its kind.

The enormous need for quality behavioral health care has never been more evident than it is today – particularly access to intervention in a moment of crisis. RMCP serves to fill this gap in Colorado’s system of care. In 2011, Metro Crisis Line was selected as the local affiliate for the national suicide prevention hotline, Lifeline.

For more information on Rocky Mountain Crisis Partners and for access to our resource directory, please visit us at <http://www.RMCrisisPartners.org>.

For more information about mental health wellness and the many Colorado resources available to businesses and the public, check out the Mental Health Wellness in the Workplace special section presented by Citywide Banks at <http://www.citywidebanks.com/wellness>.

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