



April 6, 2011

News Release

Calgary Counselling Centre attains new all-time record number of requests for service

Calgary, AB – April 6, 2011 – One of Calgary's social service agencies is dealing with record demand and hopes it isn't just because of a long, cold winter. During the month of March, Calgary Counselling Centre had 740 requests for service – another new all-time record for the agency. This is the third time in six months the Centre has set an all-time record for requests for service. The agency just hopes when spring finally arrives, people won't stop calling for help.

"Since last fall, we've managed to stay on top of increased demand, without implementing a waiting list," says Robbie Babins-Wagner, CEO. "November, 2010 and January, 2011 served as previous records, indicating growth is likely a permanent trend at the agency in the year ahead."

"Through the last six months, depression, stress and low self-esteem have been the most common requests for service. We particularly noticed the effects of a long period of inclement weather on people's mood. Weather may have been one factor why more people have contacted us, but we firmly believe the resounding reason is increased awareness of our good work."

Community need for professional therapeutic services has risen dramatically in the last five years. Calgary Counselling Centre has become the go-to agency for compassionate, professional and affordable counselling services. The Centre now receives 31 per cent more requests for service than we did just five years ago. In the last quarter, the Centre:

- averaged 25 per cent more requests for service per week, compared to the final quarter of 2010
- received 5.5 per cent more requests than the first quarter of 2010

People contacting the Centre today will be assigned to a counsellor in the next 48 hours. Through online requests or by calling the volunteer-staffed Nexen Call Centre –people in distress will not have to wait to feel better.

"People can use the change of season, to make the lasting changes they seek in their lives," says Babins-Wagner. "Our agency has the skilled people, the right programs and the most progressive client feedback measures, to ensure we help people get results they are proud of."

Calgary Counselling Centre is a 49-year old Calgary institution. Known for client informed treatment, their results are enviable throughout North America; client outcomes at the Centre have been steadily improving from year to year – almost tripling since the agency introduced client feedback treatment in 1995.

-30-

For more information about the study, or to arrange an interview, please contact:

Kathleen Bell, Communications Officer, Calgary Counselling Centre
(c) 403.561.1187 or (e) kathleen.bell@calgarycounselling.com

Calgary Counselling Centre is a registered charitable organization, and the leading research and knowledge-based counselling facility in Canada. Since 1962, the Centre has been committed to providing compassionate, professional and affordable counselling services that help build better lives for Calgarians through positive outcomes. Offering barrier-free services, the Centre is also a recognized leader in the treatment of family violence, depression, eating disorders and self-esteem issues. Through its ongoing research and education programs, Calgary Counselling Centre strives to meet the changing needs of our community.

