



FOR IMMEDIATE RELEASE

New collaborative podcast seeks to educate and spark advocacy

Barrie, ON (May 9, 2024) — A collaboration between CFS Counselling + Wellbeing (CFS) and United Way Simcoe Muskoka has resulted in a new podcast designed to inform listeners about poverty-related issues and assist them in getting involved in solutions. The first installment of the eight-episode first season of *Resilience Rising* drops today across podcast platforms.

“This initiative aligns seamlessly with our strategic plan,” said Brian Shelley, United Way Simcoe Muskoka’s Chief Executive & Philanthropy Officer. “United Way Simcoe Muskoka does more than fund programs and connect low-income households to financial supports. We have an opportunity and an obligation to amplify the voices of those with lived experience and celebrate the good work being done by agencies across the communities we serve.”

Resilience Rising is billed as “the podcast that shatters poverty myths, sparks optimism and fuels innovative change through community-inspired discussions.” Hosted by Shelley and CFS’s Community Programs Manager Amanda Fellows, each episode is approximately 30 minutes long. In each show, they engage in conversations with one or two guests who have professional and/or lived expertise in the focus topics.

“CFS is excited to be part of this collaborative project,” said Fellows. “It’s easy to become overwhelmed and paralyzed with pessimism when we hear of the significant poverty in our region, but there are so many people dedicated to working collaboratively and thinking innovatively to address local concerns. They’re making a daily difference for local families and individuals. We want to highlight these programs and projects and invite the community to get involved.

For their first episode, Shelley and Fellows welcome guests Christine Bushey, Chair of the Simcoe County Poverty Task Group, and Kelly Jones from Circles Muskoka. Together they will explore the complex definition of poverty and how it shows up in our region. Subsequent episodes will drop each Thursday for the next seven weeks.

The new podcast was recorded in association with UPLift Black Centre for Social Justice and Inclusion at its UP BeatBox Creative Studio in downtown Barrie. A video version of the production has also been completed and will be released on the same schedule on CFS’ and United Way’s YouTube channels, with links posted to their social media feeds. To view the trailer, visit <https://youtu.be/Mlp5rME8T9M>

-30-

Media inquiries

Michele Lawson
CFS Business Development Manager
mlawson@cfssc.ca / 705-796-2004 (c)

Deborah Neary
Marketing & Communication Specialist
dneary@uwsimcoemuskoka.ca / 647-545-9703 (c)