

## **Counselling Alberta celebrates one year of providing world-class counselling to Albertans**

*Counselling Alberta has provided more than 2,700 hours of highly effective and affordable counselling  
in 41 communities across the province*

**CALGARY, – June 6, 2023** - Since launching on June 9, 2022 Counselling Alberta has helped over 545 Albertans in 41 communities across the province including: Cardston, Drumheller, Rockyview, and Wetaskiwin. Client outcomes have been extremely positive in the first 12 months of operation, with outcomes exceeding international counselling benchmarks.

“We know that mental health supports are needed now more than ever, and by providing our services across the province, we’ve made it easier for Albertans to access effective and affordable mental healthcare without a waitlist,” says Dr. Robbie Babins-Wagner, CEO of Calgary Counselling Centre.

With the support of the Government of Alberta, Counselling Alberta launched as a division of Calgary Counselling Centre on June 9, 2022, with a mission to provide highly effective and affordable counselling to all Albertans, anywhere in the province.

Over one-third of the 545 clients that Counselling Alberta has served in its first year have been between the ages of 18 and 29, demonstrating that accessible counselling services are meeting a demand among Alberta’s young adult population.

Research shows that virtual counselling is equally effective as in-person care, and feedback from clients has been overwhelmingly positive. Virtual counselling is an accessible option for those who lead busy lives, people who live in communities where an in-person counsellor isn’t available, or just folks who feel more comfortable in their own space. Counselling Alberta also offers in-person counselling in six locations across the province: Edmonton, Fort McMurray, Grande Prairie, Lethbridge, Medicine Hat, and Red Deer.

Albertans looking to learn more about Counselling Alberta or to book a session with a counsellor can visit [CounsellingAlberta.com](https://www.counsellingalberta.com) and be matched with a counsellor within 24 hours.

“A lot of the time when we’re speaking to clients, the main piece of feedback we receive is ‘I wish I had come in sooner!’” says Dr. Babins-Wagner. “Counselling Alberta is a great resource for those across the province, not only because of its accessibility, but also because it really enhances the lives of our clients.”

Counselling Alberta has also been a part of the provincial wildfire response, connecting with affected communities across the province and providing immediate access to those impacted by the wildfires.

Quick Facts:

- In the last 12 months, Counselling Alberta has provided over 2,700 hours of counselling
- 545 clients have been served across 41 communities
- 67.8 per cent of clients are female
- 31.6 per cent of clients are male
- 38 per cent of clients are between the ages of 18 and 29
- 24.4 per cent of clients are between the ages of 30 and 39

**About Counselling Alberta:**

Counselling Alberta is a new division of Calgary Counselling Centre that was launched in June 2022. The Calgary Counselling Centre has been providing the most effective counselling services with the highest client results in the industry for 60 years. As the preeminent research, training, and knowledge-based counselling organization in Canada, Counselling Alberta offers virtual counselling services to all age groups in a variety of areas including depression, children's programs, domestic abuse, eating disorders, separation/divorce, trauma, and self-esteem.

**About Calgary Counselling Centre:**

Since 1962, Calgary Counselling Centre has been providing the most effective counselling services with the highest client results in the industry. As the preeminent research, training and knowledge-based counselling organization in Canada, the Centre offers counselling to all age groups in a variety of areas including depression, children's programs, domestic abuse, eating disorders, separation/divorce, trauma and self-esteem. Through ongoing research and education programs, Calgary Counselling Centre is committed to meeting the changing needs of our community.

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