

Media Kit

The Skyline Rush Challenge

Rappel for Cancer Support

Event Date: September 12 & 13, 2025

Location: Sandman Signature Edmonton Downtown Hotel



Overview

Get ready for a bold new adventure with Wellspring Alberta. The **Skyline Rush Challenge** is a heart-pounding, one-of-a-kind urban rappel event that invites participants to descend more than 265 feet from the rooftop of the Sandman Signature Edmonton Downtown Hotel—all while raising vital funds to support Albertans living with cancer.

Whether you're an adrenaline junkie or simply looking to make a difference in an unforgettable way, Skyline Rush offers the thrill of a lifetime with a powerful purpose.

Why It Matters

A cancer diagnosis can be life-altering, affecting every aspect of a person's life. While medical treatments are critical, so is the emotional, social, and practical support that helps people truly live well with cancer. Wellspring Alberta fills this gap—at no cost to those in need.

By taking part in the Skyline Rush Challenge, participants help ensure that no one in Alberta has to face cancer alone.

Event Highlights

- Participants rappel 27 stories from the heart of downtown Edmonton.
- Funds raised directly support Wellspring Alberta's free programs for people living with cancer and their loved ones.
- Anyone aged 16+ who meets the weight requirements (100–300 lbs) can participate.
- The event is run by trained professionals and adheres to the highest safety standards.

How to Participate

- Sign up solo or with a team at: skylinerrush.com
- Raise a minimum of \$1,000 to secure your spot.
- Celebrate your courage and impact on event day, September 13, 2025.

Media Contact:

Chantelle Calitz, Communications Coordinator

Email: communications@wellspringalberta.ca



Wellspring Alberta is a registered charity offering a range of free programs for cancer patients and their families designed to provide connection and belonging; ease pain, fatigue and distress; build strength and mobility; and support financial and workplace challenges. In Alberta, Wellspring is the only organization that devotes itself exclusively to the unique non-medical needs cancer patients face. Wellspring Alberta programs are available online, over the phone and in-person—meeting people where they are or where they feel most comfortable.

What kind of programs?

We offer professionally-led programs that meet the emotional, social, and practical needs of people living with cancer. Programs fall these areas:

- **Self development & educational** – Learn about resources, strategies and tools to live well with cancer. Besides recurring regular programs, Wellspring brings in a variety of speakers on different topics relating to cancer.
- **Therapeutic arts** – Creative expression can foster healing, improve mental wellbeing, reduce stress, and support social development. Members express themselves through visual arts, writing, music, etc.
- **Exercise and movement** – Activity can be an important part of a cancer treatment plan, improving both physical and mental health. Health restoring programs help people recover from the various physical impacts of cancer. Programs include Tai Chi, golf, yoga, indoor and outdoor activities, and more.
- **Individual & group support** – Many people living with cancer find it important to find a safe and confidential place to share personal feelings and concerns with others in similar situations. Here they can receive individual and/or group support that is specific to their needs. Wellspring has groups specifically for caregivers, Indigenous Peoples, men, and more.
- **Symptom management** – Cancer and cancer treatment can bring a variety of symptoms, from brain fog to general fatigue to pain. These programs help manage symptoms to live better with cancer.
- **Finance & workplace strategies** – Living with cancer brings many practical, real-life challenges, such as financial struggles, or returning to work following an extended leave of absence. These programs provide help overcoming challenges in the context of day-to-day issues. Programs include Legal and Employment Matters; Money Matters; Resumes and Interviews; Returning to Work; and more.

Wellspring Quick Facts

- **History:** Wellspring Alberta was founded in 2022 when Wellspring Calgary (founded 2006) and Wellspring Edmonton (founded 2010) joined together to form one province-wide charitable organization.
- **Our centres:**
 - o **Calgary:**
 - Carma House | 1404 Home Road NW, Calgary, AB T3B 1G7
 - Randy O'Dell House | 3910 Seton Drive SE, Calgary, AB T3M 2N9
 - o **Edmonton:**
 - Edmonton House | 11306 65 Ave NW, Edmonton, AB T6H 2Z8
- **Members:** Any adult who has had a cancer diagnosis of any type, caregivers and family members, are welcome to become a Wellspring Alberta member free of charge, without referral, and at any point on their journey.
- **Online programs:** In March 2020, Wellspring began offering its programs and services online and over the phone, ensuring that anyone can access us, regardless of location or circumstance.