

CBMR Donation Day to Benefit CB State of Mind on July 31

The event will take place during the Live! From Mt. Crested Butte concert featuring E.N. Young & Imperial Sound

Donations made on July 31 will be met with a \$2,500 guaranteed match from CBMR

Funds will support mental health advocacy and programming in the Gunnison Valley

CRESTED BUTTE, Colo. — Jul. 23, 2024 –Crested Butte Mountain Resort will host its annual Donation Day on Wednesday, July 31 during the free Live! From Mt. Crested Butte Music on the Mountain concert. This year, Donation Day will benefit CB State of Mind (CBSOM), a nonprofit that works to provide mental health support and education for people in the Gunnison Valley.

CBMR's Donation Day benefits a different organization in the Gunnison Valley each year. Guests visiting Crested Butte Mountain Resort have the opportunity to contribute to a local nonprofit and help our community thrive. Individual donations on Donation Day are met by a \$2,500 guaranteed match from CBMR through [EpicPromise](#).

This year, CBMR has chosen to partner with CBSOM for Donation Day because of the vital work they do to provide mental health resources and decrease stigma around mental health in the Gunnison Valley.

"We are thrilled to partner with this amazing organization that provides critical support for our community members," said CBMR General Manager Tara Schoedinger. "Donation Day is a great opportunity for our guests to give back to an important cause while enjoying an evening of live music in our beautiful mountain paradise."

CB State of Mind's Donation Day tent will be inside the concert venue in the Crested Butte Mountain Resort base area on July 31 from 5:00 p.m. to 8:00 p.m. Guests will be able to donate via cash, check, or Venmo; donations will also be accepted [online](#).

According to a recent Community Engagement and Behavioral Health Survey conducted by CBSOM, 82% of people in the Gunnison Valley are aware of local resources for mental health, are feeling a positive shift in mental health stigma, and feel comfortable reaching out for help. CBSOM has also expanded offerings for mental health treatment, providing more than 430 community members with over 4,500 individual therapy sessions since 2020.

"There has been progress made through our efforts, but there is more work to do. Tragically, we have seen 8 deaths by suicide in the first half of 2024, as compared to 8 deaths by suicide in all of 2023. With people's support and continued community engagement, CB State of Mind can reach folks during a time of need," said Meghan Dougherty, Executive Director of CB State of Mind. "We are looking forward to this opportunity to connect with guests and share more information about the work we are doing to improve the mental well-being of our community members."

The Live! From Mt. Crested Butte Music on the Mountain free summer concert series is sponsored by the Mt. Crested Butte Town Center Community Association and takes place on Wednesday evenings at the Red Lady Stage. The concert on July 31 will feature reggae artist E.N. Young & Imperial Sound.

For more information about CBMR's charitable contributions in the Gunnison Valley through EpicPromise, [please visit our website](#).

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<https://news.vailresorts.com/cbmr-donation-day-benefits-cbsom-2024>