



Thatchwood Ventures invests with the Resource Centre for Suicide Prevention to drive mental health awareness and suicide prevention across Alberta's leading economic sectors

Grande Prairie, AB. March 31, 2026 - Thatchwood Ventures is proud to announce its investment in the Tough Enough to Talk About It program, a leading mental health and suicide-prevention initiative serving Alberta's core industries. This partnership reflects Thatchwood Ventures' commitment to strengthening the wellbeing of the people who keep Alberta's economy moving, particularly those working in transportation, energy, agriculture, and other high-demand sectors.

As a transportation company rooted in the Peace Region, Thatchwood Ventures recognizes the unique pressures faced by workers who spend long hours on the road, manage demanding schedules, and often work in isolation. Through its sponsorship of the Tough Enough to Talk About It program, Thatchwood Ventures is helping bring real world, relatable mental health and suicide prevention education directly to workplaces and communities across North America. "At Thatchwood Ventures, the mental health and the wellbeing of our workforce has always been a top priority. We live and work in the Peace Region, and the people in this industry are our friends, our brothers, our mothers, and our neighbors. It is crucial that we support them not just on the job, but in their everyday lives. We are proud to partner with the Tough Enough to Talk About It program to bring these vital resources directly to industry. Whenever there is an opportunity to genuinely better our community and support the people who build it, Thatchwood will always stand behind it." *Dianne Perreault, General Manager, Thatchwood Ventures.*

The Tough Enough to Talk About It program delivers workshops, presentations, and resources designed to reduce stigma, promote early help-seeking, and support healthier, safer workplaces in industry, energy and agriculture. Tough Enough's approach is grounded in real-world experiences, fact and evidence-based information and plain-language conversations, making it especially effective in industries where mental health topics are often silenced and misunderstood.

This partnership reinforces Thatchwood Ventures' long-standing commitment to safety, community wellbeing, and responsible industry leadership. By supporting mental health education and suicide-prevention efforts, Thatchwood Ventures aims to help build a stronger, more resilient workforce across Alberta's primary economic sectors.

“When companies like Thatchwood Ventures step forward, the impact reaches far beyond their own workforce. Their support helps shift the narrative from *this isn't our business* to *this is part of who we are*, showing that leadership doesn't always come from the biggest players—its about stepping up and leading when it matters.” – *Tracy Golnick, Tough Enough To Talk About It Program Lead*

Thatchwood Ventures

Deeply rooted in the Peace Region, Thatchwood Ventures is a trusted leader in heavy hauling, logistics, and site services. From the start, Thatchwood has operated on a core mandate of reinvesting in the communities where its team lives and works, consistently supporting local initiatives that drive real, positive change. With a comprehensive fleet and the recent addition of Thatchwood Mechanical—a full-service commercial vehicle inspection and heavy-duty repair division—Thatchwood provides end-to-end operational support for Alberta's most demanding industrial sectors. Beyond delivering reliable logistics and maintenance, Thatchwood Ventures is dedicated to fostering a culture of safety, resilience, and unwavering support for its workforce and the broader community.

About Tough Enough to Talk About It

Tough Enough to Talk About It is a leading mental health awareness and suicide-prevention program tailored specifically for the industry, energy, and agriculture sectors. Through education, open dialogue, and practical mental health tools, the program empowers individuals, families, and workplaces to recognize challenges early and access support when it matters most. Rooted deeply in Alberta communities, Tough Enough to Talk About It was launched in 1999 by the Resource Centre for Suicide Prevention in Grande Prairie. Since then, it has grown into a trusted, sector-focused initiative dedicated to strengthening mental health literacy and fostering safer, more supportive work environments.

The Vision of the Resource Centre for Suicide Prevention is to promote mental well-being, raise awareness, eliminate stigma, and educate to reduce suicide, suicidal behaviors and their impacts.