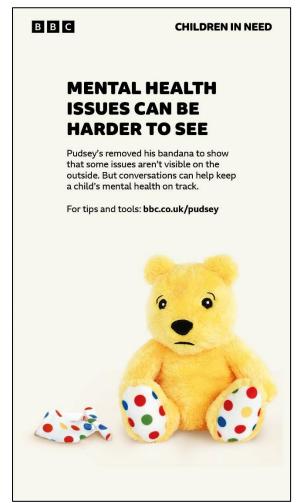
Riding for Smiles

Behind the Bandana



Riding for Smiles is very pleased to join with Children in Need to help spread the word about this important campaign, highlighting CiN's goal to encourage conversations about kids' mental health and to give children, parents, teachers, and guardians the tools they need to discuss feelings in a healthy way.



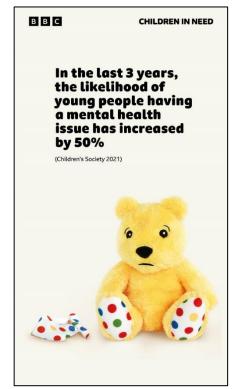
For

Mental Health Awareness Week (May 15th-21st),

Pudsey will be temporarily removing his iconic bandana to show that mental health issues can be less visible on the outside, and to encourage conversations that can help.

'Together, with financial support from CiN, we are Riding for Smiles.' We know that the last few years have seen an unprecedented rise in children with mental health problems.

Covid, then the cost-of-living crisis have increased feelings of anxiety, depression, and hopelessness.



For more information, head to www.bbc.co.uk/pudsey

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