

CONTACT:

Mary Elliott (CADCA)

703-706-0560 ext. 247

Pat Taylor (Faces & Voices of Recovery)

202.737.0690 – 301.404.8477 (mobile)

Roberta Leis (Join Together)

617.437.1500 – 508.631.0448 (mobile)

**Nationwide Campaign Launched
in conjunction with HBO's show *Addiction***

Washington, DC, February 8, 2007 – A groundbreaking collaborative project aimed at expanding public understanding of addiction and recovery was launched today by Community Anti-Drug Coalitions of America (CADCA), Faces & Voices of Recovery and Join Together, three national organizations supporting policies to promote prevention, treatment and recovery from addiction to alcohol and other drugs. In 30 communities from coast-to-coast, this partnership and its affiliates, in conjunction with HBO, will be working intensively to educate Americans about advancements in the understanding of drug and alcohol addiction and its treatment as a brain disease. HBO's multi-platform campaign on "ADDICTION" debuts on March 15, 2007 on HBO.

HBO developed the ADDICTION campaign in partnership with the Robert Wood Johnson Foundation (RWJF), the National Institute on Drug Abuse and the National Institute on Alcohol Abuse and Alcoholism. ADDICTION provides guidance and solutions to one of the nation's most serious and persistent health problems, bringing together the leading researchers and institutions in the field. The campaign includes a 14-part documentary series, a four-disc DVD set, a companion book published by Rodale Press, four independent addiction-themed films, a robust website and a national community grassroots outreach campaign funded by RWJF. For this initiative, HBO will use all of its digital platforms, including the HBO main service, multiplex channels, HBO On Demand, pod casts and web streams.

The collaborative project by CADCA, Faces & Voices of Recovery, and Join Together helps communities build on HBO's ADDICTION Project. In cities and towns nationwide, community-based events will bring together local coalitions, people in long-term recovery and their families, elected officials, civil servants and allied organizations to raise awareness about addiction and recovery and promote new attitudes and policies. The project's interactive web site, **www.AddictionAction.org**, includes a host of organizing tools to support the project.

-- more --

“Through a variety of local activities, communities across the country will use the HBO show to jump start or expand advocacy activities to make it possible for more people to get the help they need following the airing of the show,” said David Rosenbloom, Director of Join Together.

The organizations will be working with grassroots advocates and allies in communities across the country to generate grassroots activities leading up to and following the broadcast of the program through National Alcohol and Drug Addiction Recovery Month in September 2007.

“Addiction is a preventable, treatable health condition from which people can and do recover, but most Americans, don't understand this. We're pleased to be part of this project that will increase Americans' knowledge and actions about the reality of effective treatment and recovery from alcohol and drug addictions,” said Victor Capoccia, Senior Program Officer of the Robert Wood Johnson Foundation.

“Helping families and communities understand the true nature of addiction and the importance of treatment is something that can only be done through education and community activism. At CADCA, our 5,000 community anti-drug coalitions across the country stand ready and excited to do that, through town hall meetings and community outreach in major cities nationwide,” said Gen. Arthur T. Dean, Chairman & CEO, CADCA.

The campaign will encourage communities to form broad-based local partnerships to sustain their activities over the long term. In addition, communities will promote the campaign's messages through ongoing media advocacy efforts such as editorial board meetings and other press outreach.

“We are excited to provide organizing and other materials on policy issues addressed in the program such as ending insurance discrimination; expanding opportunities for medication-assisted recovery; and making it possible for people to get the help they need when they need it,” said Pat Taylor, Executive Director of Faces & Voices of Recovery.

COMMUNITY ANTI-DRUG COALITIONS OF AMERICA (CADCA) (www.cadca.org) is the only national organization representing coalitions working to make America's communities safe, healthy and drug-free, representing over 5,000 community coalitions working to support prevention, intervention, treatment and recovery services.

FACES & VOICES OF RECOVERY (www.facesandvoicesofrecovery.org) is a national campaign committed to mobilizing and organizing the millions of Americans in long-term recovery from alcohol and other drug addiction, our families, friends and allies to change public perceptions of recovery, end

discrimination and keep a focus on the fact that recovery works and is making life better for millions of Americans.

JOIN TOGETHER (www.jointogether.org) is the nation's leading provider of information, strategic assistance, and leadership development for community-based efforts to advance effective alcohol and drug policy, prevention, and treatment.

ROBERT WOOD JOHNSON FOUNDATION (www.rwjf.org) focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change. For more than 35 years the Foundation has brought experience, commitment, and a rigorous, balanced approach to the problems that affect the health and health care of those it serves. When it comes to helping Americans lead healthier lives and get the care they need, the Foundation expects to make a difference in your lifetime. For more information, visit www.rwjf.org.