

MEDIA ADVISORY

Recovery Happens 2002

Join the Voices of Recovery: A Call to Action

OFFICIALS AND COMMUNITY LEADERS APPLAUD POWER OF AND NEED FOR SUBSTANCE ABUSE RECOVERY

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WHAT: The substance abuse recovering community, county and city officials will be calling upon every person in San Diego to recognize the importance and power of alcohol and drug treatment. A day of activities will mark the annual celebration of the conditions that support and promote recovery. The day will begin with a colorful "Parade of Banners" representing over 50 Alcohol and Drug Treatment Facilities throughout San Diego County. Speakers will be preceded by The House of Metamorphosis Choir singing *God Bless America* at 10:15 AM

WHEN: **Friday, September 20, 2002 10:15 AM Banner Parade begins
10:30 – 11:00 AM Speakers**

WHERE: **Organ Pavilion at Balboa Park**

WHO: **Speakers** from 10:30 to 11:00 will include:
1) Dr. Roger G. Lum, Dir., Health & Human Services Agency, Co. of San Diego
2) Rosa Escutia, Public Affairs Director, CA Dept. of Alcohol & Drug Programs
3) Al Medina, Administrator, Alcohol & Drug Services, County of San Diego
4) Lori Holt Pfeiler, Mayor, City of Escondido
5) Doug O – recovered addict and business owner
6) Dan Valentine, Ph.D., Director, Substance Abuse Services, Sharp Health Care
Ray DiCiccio, Director, Policy Panel, SDSU Foundation, Combating Underage Drinking will MC

WHY: People living productive, satisfying lives as a result of having recovered from the disease of alcohol and drug addiction are celebrating **National Alcohol and Drug Addiction Recovery Month**. In keeping with this year's theme "**Join the Voices of Recovery: A Call to Action**", San Diego County leaders are calling on communities to recognize and support the importance of treatment availability. Residential treatment programs in San Diego County are strained to capacity. Attempts by providers to expand or create new ones have been met with the public outcry "Not In My Back Yard" (NIMBY). (For more information please see www.publicstrategies.org/STEP)

VISUALS: -- **Colorful** 'Parade of Banners' (approx. 50) ending on Organ Pavilion stage.
-- People in recovery will carry recovery/treatment message signs on sticks.
-- A large crowd of people in recovery, their friends, families.
-- Exhibit booths, music, food stands

Journalists covering issues related to alcohol and drugs can find current facts, reports, and other information at the Substance Abuse Newsroom, www.alcoholrugnewsroom.org.

TV – PLEASE NOTE – For best and shortest access for your cables, please park behind the Organ Pavilion where spaces will be reserved for TV vans.