



Entertainment Industries Council  
- Encouraging the Art of Making a Difference



**MEDIA ADVISORY**

August 19, 2009

**CONTACT**

Abby Horn, (404) 840-0208

abby@allisonpr.com

**Entertainment Industries Council to Increase Awareness of Substance Use Disorders During Special Cleveland Indians Game**

**Cleveland, Ohio** – The Entertainment Industries Council, Inc. (EIC) is teaming up with Ohio Citizen Advocates for Chemical Dependency Prevention and Treatment and the Cleveland Indians on September 22 in recognition of National Alcohol and Drug Addiction Recovery Month. This year's event, *Batter Up! A Home Run for Recovery Month*, will celebrate baseball fans in recovery along with their family and friends. Activities to take place during the game include a pre-game picnic and special recovery announcements throughout the nine innings.

This special game celebration is part of the 20<sup>th</sup> Anniversary of National Alcohol and Drug Addiction Recovery Month and will address this year's theme, "Join the Voices for Recovery: Together We Learn, Together We Heal." For 20 years, Recovery Month, supported by the U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA), through its Center for Substance Abuse Treatment, has celebrated people in recovery from addiction and the treatment providers who help them.

More than 23 million people aged 12 or older needed treatment for a substance use disorder in the United States in 2007, and in Cleveland alone, more than 150,000 people and their families are affected by this disease. Many people do not understand that addiction is a treatable disease, and this misconception can keep people from getting help. In 2007, as many as 20.8 million people nationwide needed but did not receive treatment at a specialty facility.

Tickets are available for \$12 by calling John Lisy at (216) 752-9292 or [jlisy@msn.com](mailto:jlisy@msn.com).

EIC is a non-profit organization founded in 1983 by leaders of the entertainment industry to bring the power of the industry to bear on health and social issues.

**WHO:** Entertainment Industries Council, Inc.  
Substance Abuse and Mental Health Services Administration  
Ohio Citizen Advocates for Chemical Dependency Prevention and Treatment  
Cleveland Indians

**WHEN:** Tuesday, September 22, 2009  
7:05 PM

**WHERE:** Progressive Field  
2401 Ontario Street  
Cleveland, Ohio 44115

**CONTACT:** Abby Horn, (404) 840-0208

###