

FOR IMMEDIATE RELEASE: August 31, 2006

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**4-STAR GENERAL BARRY MCCAFFREY (Ret.) TO ADDRESS *NATIONAL EATING DISORDER CRISIS* FOR OVER 35 MILLION AMERICANS AT NEWS CONFERENCE OPENING TREATMENT FACILITY FOR RALEIGH-DURHAM-CHAPEL HILL, CAROLINA HOUSE, IN DURHAM**

*MILLIONS OF AMERICANS CONFRONT ANOREXIA, BULIMIA, OR BINGE EATING; FACILITY TO BE OPERATED WITH LOCAL EXPERTS BY COUNTRY'S LARGEST SUBSTANCE ABUSE & BEHAVIORAL TREATMENT ORGANIZATION, CRC HEALTH*

*TO BE JOINED BY CRC CEO DR. BARRY KARLIN, NATIONAL EATING DISORDER SPECIALIST DR. CRAIG JOHNSON, CAROLINA HOUSE DIRECTOR STACIE McENTYRE, & Medical, Psychiatric, Nutritional, Counseling experts*

**\*\*\*THURS., AUG. 31, 10:30 AM, CAROLINA HOUSE, 176 Lassiter Homestead Road, Durham, NC 27713, with Media Tour and Lunch\*\*\***

(Raleigh-Durham-Chapel Hill, NC)...Four Star General Barry R. McCaffrey (Ret.), the former U.S. Drug Czar, now national security adjunct professor at West Point and terrorism and drug policy expert in the media, will add his voice to a news conference addressing the national eating disorder crisis and opening a new treatment facility, Carolina House, in Durham Thursday, August 31, at 10:30 AM.

CRC Health Group Chairman and CEO Dr. Barry Karlin, which will operate Carolina House, local officials including Carolina House Executive Director Stacie McEntyre, medical, psychiatric, nutritional, and counseling experts for the new facility, as well as the novel equine therapy director, will join in the news conference and opening.

Also participating in the news conference will be Dr. Craig Johnson, founder and director of Oklahoma's Laureate Clinic and Psychiatric Hospital eating disorder program, professor of psychiatry at the University of Oklahoma Medical School, and past President of the National Eating Disorders Association.

The news conference, tour, grand opening and lunch, to all of which media is invited, will be Thursday, August 31, at 10:30 AM, at Carolina House, 176 Lassiter Homestead Road, Durham, NC 27713-6935.

The residential facility, assisted by a national hotline, will treat and refer individuals among the millions of Americans who confront anorexia, bulimia, or binge eating. According to the National Eating Disorders Association, 25 million Americans struggle with binge eating, and 10 million females and one million males are fighting a life and death battle with an eating disorder such as anorexia or bulimia.

Carolina House will serve the Raleigh-Durham-Chapel Hill area and will be operated with local experts by the country's largest substance abuse and behavioral treatment provider, CRC Health Group. In addition, the facility will provide services not just to local and regional clients but a national and international population—Referrals and inquiries have already come from Bermuda and London.