

FOR IMMEDIATE RELEASE: August 27, 2007  
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**4-STAR GEN. BARRY MCCAFFREY, FORMER U.S. DRUG CZAR,  
TO ADDRESS NATIONAL DRUG CRISIS, KEYNOTE GRAND OPENING OF NEW  
ALLENWOOD, PA “NATIONAL MODEL” DETOX CENTER**

**\*\* MON., SEPT. 10, 10 AM, WHITE DEER RUN, 360 White Deer Run Road,  
ALLENWOOD; LUNCH W/PRESS AVAIL 11 AM\*\***

**FACILITY WILL BEGIN TO ADDRESS PENNSYLVANIA TREATMENT GAP OF  
ONE MILLION NEEDING TREATMENT VS. 90,000 OBTAINING HELP**

*WDR PARENT CRC HEALTH GROUP CEO DR. BARRY KARLIN TO JOIN STATE  
& LOCAL OFFICIALS, STATE REPRESENTATIVES*

(Harrisburg, PA)—**Four-Star General Barry McCaffrey**, former U.S. Drug Policy Director (1996-2001), now West Point Adjunct Professor of International Affairs and a widely cited media expert on terrorism and drug policy, will address the national drug crisis and keynote the opening of a new “national model” Medical Services and Detoxification Center at White Deer Run, Allenwood., PA. White Deer Run is Pennsylvania’s largest substance abuse treatment provider, with 18 facilities.

The U.S. Substance Abuse and Mental Health Services Administration reports that 252,000 Pennsylvanians need but are not receiving treatment for drug abuse, and 748,000 for alcohol abuse; less than 100,000 now obtain treatment.

Gen. McCaffrey is coming to Allenwood because the new facility will be a “national model” to address the treatment gap. Allenwood will provide comprehensive services that very few facilities provide for illicit drugs, medications, and alcohol, including the challenge of dual diagnosis of both substance abuse and mental issues. McCaffrey said that “the protocols and training, and the availability of psychiatrists, practitioners, certified addiction counselors, and RN’s, make the new center ‘state of the art.’” “There is a desperate need for bed expansion,” facility officials report. The new detox center will have 42 beds, adding to the 226 ongoing rehabilitation beds currently in the facility.

Other dignitaries attending include **Deb Beck**, President of Drug and Alcohol Providers of Pennsylvania (DASPOP), **Representative Steven Cappelli** (Lycoming), **Representative Gene DiGirolamo** (Bucks County), and others.

White Deer Run’s parent company is CRC Health Group. CEO **Dr. Barry Karlin**, who built CRC into the nation’s largest substance abuse and behavioral treatment provider, will join White Deer Run and local Allenwood officials at the opening.

The news conference is 10 AM, Monday, September 10 at White Deer Run, Allenwood, at 360 White Deer Run Rd., Allenwood, PA 17810. Lunch, with media

also invited and additional press availability of VIP's and treatment experts, is at 11 AM.

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