

FOR IMMEDIATE RELEASE: August 24, 2007

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**4-STAR GEN. BARRY MCCAFFREY, FORMER U.S. DRUG CZAR,
TO KEYNOTE “RECOVERY HAPPENS!” RALLY FOR TREATMENT:
WED., SEPT. 5, 11AM, STATE CAPITOL WEST STEPS, SACRAMENTO;**

PRESS AVAIL IMMEDIATELY FOLLOWING 11:30 KEYNOTE, TENT S. OF STAGE

CA HHS SECRETARY BELSHE, STATE DRUG PROGRAMS DIRECTOR ZITO, AND DR. BARRY KARLIN, CEO OF NATION'S LARGEST TREATMENT ORGANIZATION, CRC HEALTH, ALSO SPEAK

CAARR RALLY DRAWING 5,000: RECOVERING ADDICTS AND FAMILIES, STATE AND COUNTY OFFICIALS, TREATMENT PROVIDERS, RESEARCHERS, MEDICAL PROFESSIONALS

**Media also welcome for interviews of McCaffrey, Karlin, other officials at VIP reception,
4-6PM, Tues. Sept. 4, Spataro's at 15th & L Streets**

(Sacramento, CA)—**Four-Star General Barry McCaffrey** (ret), former White House National Drug Policy Director (1996-2001), now West Point Adjunct Professor of International Affairs and a widely cited terrorism and drug policy expert in the media, will keynote and serve as Honorary Chair of a State Capitol rally for recovery and treatment at 11 AM Wednesday, September 5. The keynote is at 11:30.

Also speaking will be **California HHS Secretary Kimberly Belshe** and **State Alcohol and Drug Programs Director Rene Zito**.

Dr. Barry Karlin, CEO of CRC Health Group, the nation's largest substance abuse and behavioral treatment provider, headquartered in Cupertino, CA, will introduce Gen. McCaffrey.

The rally, held by the California Association of Addiction Recovery Resources (CAARR) and the California State Department of Alcohol and Drug Programs, will feature **5,000 participants** including state and county officials, treatment providers, researchers, drug addiction medical professionals, recovering addicts, families, and friends.

In addition to supporting science based drug and alcohol treatment for 16 million chronic substance abusers to meet the national shortage, Gen. McCaffrey is expected to call for understanding drugs as a crucial issue in both domestic and foreign policy. McCaffrey will praise the celebration of the successes of drug treatment. The theme of the rally is “Saving Lives, Saving Dollars.”

Susan Blacksher and Ken Jones of CAARR are chief organizers of the event.

- **Keynote, Gen. Barry McCaffrey: 11:30 AM, Wednesday, September 5**, West Steps of the State Capitol. General McCaffrey and Dr. Karlin will **also** be available to the **press immediately following the keynote** address, at press tent south of stage.
- **Media are also welcome** to attend and interview McCaffrey, Karlin, Zito, and others at the **VIP reception: Tuesday, September 4, 4-6PM** at Spataro's, 15th & L Street, Sacramento.