

FOR RELEASE: September 3, 2008

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**FORMER U.S. DRUG CZAR/4-STAR GEN. BARRY MCCAFFREY, CRC HEALTH GROUP CEO
BARRY KARLIN, SAN RAFAEL MAYOR AL BORO AND POLICE CHIEF MATT ODETTO
AMONG VIP'S AT BAYSIDE MARIN RECOVERY CENTER 11:15 AM SEPT. 10;
TO LEAD 100 LOCATIONS NATIONWIDE IN BIODEGRADABLE BALLOON LIFTOFF
CELEBRATING RECOVERY AGAINST NEW WAVE OF DRUG ABUSE;**

*"RECOVERY TAKES FLIGHT" THEME TO HELP FIGHT QUINTUPLING OF PRESCRIPTION
DRUG ABUSE OVER PAST DECADE IN CA AND NATIONWIDE*

**11:15 AM WED. SEPT. 10 NEWS CONFERENCE, BALLOON LIFTOFF NOON NATIONWIDE,
BAYSIDE MARIN RECOVERY CENTER, 718 4th Street, San Rafael CA;**

Additional event Sept. 11, 11AM, Azure Acres, Sebastopol CA--2264 Green Hill Rd

[San Rafael and Sebastopol CA] – Former U.S. Drug Czar and Retired Four-Star General Barry McCaffrey, CRC Health Group CEO Dr. Barry Karlin, head of the nation's largest drug and alcohol treatment provider, and San Rafael Mayor Al Boro and Police Chief Matt Odetto will lead 100 drug and alcohol treatment centers across the country in releasing bio-degradable balloons on Wednesday, September 10th at Bayside Marin Recovery Center in San Rafael, CA. There will be an 11:15 AM news conference and the balloon liftoff at 12 noon local times, celebrating recovery against a new wave of drug abuse. Bayside Marin, 718 4th Street, San Rafael 94901, is the principal national liftoff headquarters point, including the event there.

The theme, "Recovery Takes Flight," is intended to inspire the fight against the quintupling of prescription drug abuse over the past decade in California and nationwide, as well as against the continuation of abuse of traditional dangerous drugs including heroin, cocaine, methamphetamine, and club drugs such as ecstasy.

The event occurs during National Recovery Month, designated by the federal government. Lunch will be provided following the balloon liftoff. At the event, Gen. McCaffrey, Dr. Karlin, Mayor Boro, Police Chief Odetta, and other VIP's will join the treatment center staff and clients in pointing to the need for and effectiveness of drug treatment.

The balloons are 100% biodegradable natural latex. They will be hand tied—no clips and no strings.

Nestled in the hills overlooking San Francisco Bay, the Bayside Marin facility provides a holistic treatment approach that incorporates biological, psychological, social and spiritual treatment modalities tailored to the individual client's needs.

An additional recovery celebration event, recognizing steps to address the drug and alcohol abuse crisis, will also take place the following day with Gen. McCaffrey, Dr. Karlin, and local officials: Thursday, Sept. 11, at 11 AM at Azure Acres Recovery Center, 2264 Green Hill Rd, Sebastopol, CA 95472.

Gen. McCaffrey stated, "Twenty-one million Americans need but do not receive treatment for illicit drug or alcohol problems according to the latest numbers from HHS; less than three million receive treatment. In California, 3.1 million need but do not receive treatment; less than 200,000

are treated. We have a huge treatment gap. Drug addiction wrecks the lives of individuals and families. We want to celebrate the success of drug treatment for those who receive it and expand its provision to those in need. This is a public-private partnership whose mission is critical to our security and safety."

Dr. Barry Karlin, CEO of CRC Health Group, said, "The balloon release signifies that we celebrate, honor and remember the patients, families and staff who have gone through treatment, and carry hope for those still suffering from dependency. After treatment, people report a significant reduction in their alcohol and drug use, increased employment and income, and decreased homelessness. Substance abuse disorders are treatable diseases, and recovery programs are as effective as treatment for other chronic conditions. Today we demonstrate our ongoing dedication to helping people of all ages achieve and sustain sobriety."

The nationwide balloon release is part of National Alcohol and Drug Addiction Recovery Month, declared by the Substance Abuse and Mental Health Services Administration (SAMHSA) of the U.S. Department of Health and Human Services. The Recovery Month theme for 2008 is "Join the Voices for Recovery: Real People. Real Recovery." This year marks the 19th annual observance of Recovery Month.

ABOUT CRC HEALTH GROUP:

Every day, more than 30,000 people receive treatment from CRC programs making it the largest substance abuse and behavioral health organization in the nation. CRC Health Group is committed to making services widely and easily available to those in need, while maintaining passion for delivering advanced behavioral, addiction, and therapeutic educational services. For over two decades, CRC programs have helped individuals and families reclaim and enrich their lives.

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