

FOR IMMEDIATE RELEASE: Fri., Feb. 8, 2008

Contact: Bob Weiner/Rebecca Vander Linde 301-283-0821 / 202-329-1700

**4-STAR GEN. BARRY MCCAFFREY, FORMER U.S. DRUG CZAR, AND DR. BARRY KARLIN, NATION'S #1 DRUG TREATMENT PROVIDER, TO SPEARHEAD DRUG TREATMENT WVA ADVOCACY DAY FEB 13-14; 142,000 NEED, DON'T GET TREATMENT IN STATE**

**WILL JOIN GOVERNOR AT RECEPTION 5:30 PM WED., FEB. 13 AT MARRIOTT, ADDRESS LEGISLATORS 8:30 AM THURS., FEB. 14 IN HOUSE CHAMBER**

***WVAADC, LEGISLATIVE LEADERS, AND CRC HEALTH GROUP CEO DR. BARRY KARLIN TO JOIN***

(Charleston, WV) – Four-Star General Barry McCaffrey (ret.), the former White House Drug Czar and now West Point Professor and terrorism/drug policy expert in the national media, will spearhead a Feb. 13-14 West Virginia Advocacy Action Day to spotlight the need for additional drug and alcohol treatment, conducted safely and effectively. According to McCaffrey, there is an enormous “treatment gap” across the nation in which 142,000 West Virginians and 21 million Americans “need but are not receiving treatment,” in figures reported by HHS. In addition, teen abuse of addictive prescription drugs has more than tripled the past five years, McCaffrey stated—and opiates like OxyContin have become “the new heroin.”

The Advocacy in Action day is being hosted and organized by the West Virginia Association of Alcoholism and Drug Abuse Counselors (WVAADC—the Association for Addiction Professionals). Schedule of main events:

**Wednesday evening, Feb. 13, from 5:30-7:30 PM:** Gen. McCaffrey will join Governor Joe Manchin at a reception at the Charleston Marriott (200 Lee Street East), together with WVAADC leaders, House delegates and senators, and West Virginia Department of Health and Human Resources (DHHR) top officials.

**Thursday morning, February 14, at 8:30 AM:** Gen. McCaffrey will address legislators in the House Chamber, State Capitol, hosted by Chair Don Perdue and members of the House Health Committee, and Chair Carrie Webster and members of the House Judiciary Committee, together with members of the Senate Health and Judiciary Committees. Dr. Barry Karlin, CEO of the nation's largest drug and alcohol treatment provider, CRC Health Group, with seven facilities in the state, will join McCaffrey in speaking, together with WVAADC leaders, legislators, and DHHR officials.

The event is open to media, and McCaffrey and drug treatment leaders will hold a **press conference immediately following the event, at approximately 9:30 AM.**

Thursday at **11 AM:** WVAADC members will meet with McCaffrey and Karlin in a **question and answer session, in the House Government Organization room**—also open to media.

Finally, Thursday at **1PM:** McCaffrey, Karlin, WVAADC, DHHR, and legislators will participate in an **open house/luncheon at the Charleston Treatment Center, 2157 Greenbrier Street.** Media is welcome including for lunch.

*Source: Robert Weiner Associates 301-283-0821/202-329-1700*