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Drug and Alcohol Addiction Treatment Program, Wilmington Treatment Center, Announces New Executive Director Robert Pitts, LMSW, MBA, to join Center following national search and passing of former head, Charlie Sharp

Wilmington, NC June 17, 2010 – Wilmington Treatment Center, a comprehensive drug and alcohol addiction treatment facility located in North Carolina, has announced the appointment of Robert Pitts, LMSW, MBA, to Executive Director.

Pitts joins the treatment center after a national search following the passing of the Center's former Executive Director, Charlie Sharp, in February. Pitts brings with him an extensive background in treatment services, including his most recent position as the Executive Director of the Houston region facilities of a network of addiction treatment programs. He also has experience as the former Chief Clinical Officer for 20 facilities spanning three states, and has worked in admissions, quality improvement and as a program director.

"We are very excited about the addition of Robert, not only as a key member of the Wilmington Treatment Center management group, but also to have him as part of our overall leadership team," said Joe Procopio, Regional Vice President of CRC Health Group, parent company for Wilmington Treatment Center.

Wilmington Treatment Center is a comprehensive drug and alcohol recovery center that offers clients various levels of care – including detoxification, inpatient, outpatient, day services and aftercare treatment – to maximize recovery success. The Center gives clear recognition to the disease concept of addiction and focuses on the individual as a person with dignity and self-worth, incorporating medical and mental health services throughout the treatment process. Treatment programs focus on personal growth and include the 12 Step philosophy and principles, relapse prevention and other therapeutic modalities.

Pitts earned his Master of Social Work (MSW) from the University of Oklahoma and Masters in Business Administration (MBA) from Oklahoma State University. He is a Licensed Master Social Worker and a member of the National Association of Social Workers (NASW).

Pitts' first day at Wilmington Treatment Center was Monday, June 14.

Wilmington Treatment Center is a member of CRC Health Group, the most comprehensive network of specialized behavioral care services in the nation. CRC offers the largest array of personalized treatment options, allowing individuals, families, and professionals to choose the most appropriate treatment setting for their behavioral, addiction, weight management and therapeutic education needs. CRC is committed to making its services widely and easily available, while maintaining a passion for delivering advanced treatment. For over three decades, CRC programs have helped individuals and families reclaim and enrich their lives. For more information, visit www.crchealth.com.