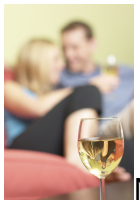
NCADD
NATIONAL COUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE, INC.

NCADD Announces 2013 NCADD Alcohol Awareness Month Theme



NCADD Announces 2013 NCADD Alcohol Awareness Month Theme -"**Help for Today. Hope For Tomorrow**".

Alcohol Awareness – The Key to Community Change, Personal and Family Recovery. 27 Years of Improving and Saving Lives Through Prevention, Treatment and Recovery

Alcohol Awareness Month, held every April, was founded by and has been sponsored by NCADD since 1987 to increase public awareness and understanding aimed at reducing the stigma that too often prevents individuals and families from seeking help. During Alcohol Awareness Month, NCADD and NCADD's National Network of Affiliates reach out in communities across the country to bring the American public information about alcohol and alcoholism as a chronic, progressive disease, fatal if untreated, and genetically predisposed. The disease of alcoholism is a family disease that is treatable, not a moral weakness, from which people can and do recover. In fact, **millions of individuals and family members are living lives in long-term recovery from alcoholism!**

In 2012, NCADD celebrated the 26th Anniversary of **Alcohol Awareness Month** with the theme, "Healthy Choices, Healthy Communities: Prevent Underage Drinking." NCADD President/CEO, Robert J. Lindsey said, "We chose a theme that will allow NCADD's National Network of Affiliates and other NCADD Alcohol Awareness Month supporting organizations across the country to address this critically important public health issue through a broad range of media strategies, awareness campaigns, programs and events in their local communities.

In support of the NCADD National Network of Affiliates and other organizations who want to work in support of the campaign, NCADD has developed the following **NCADD Alcohol Awareness Month resource materials**:

- Media Update: NCADD Alcohol Awareness Month
- Organizer's Guide(23 pages) includes:
  - Theme, History, Stigma and Links to Additional Resources
  - Sample Proclamation
  - Sample Media Advisory and News Release
  - Sample PSA scripts
  - Sample Op-Ed Newspaper article
  - Sample Letter to Editor
  - Suggested Grassroots Community Activities: States, Communities, Schools, Students, Colleges, Media, Religious Organizations and Parents
- Resource and Referral Guide
- 2013 Poster
- 2013 logo (once a new window opens, please right click on the logo and select SAVE IMAGE AS)

Mr. Lindsey went on say, "Although the victims of alcohol-related problems number in the tens of millions, our ability to find solutions ultimately comes down to one thing and one thing only.....**One** NCADD Affiliate, **One** organization, **One** person making a commitment to **raising awareness of the problem and the solution** in our family, our community, our church, our workplace through a focus on prevention, treatment and recovery!"

NCADD Announces 2013 NCADD Alcohol Awareness Month Theme -
"Help for Today. Hope For Tomorrow"