

MEDIA ADVISORY – MEDIA ADVISORY – MEDIA ADVISORY

Vancouver Mayor Proclaims September 30 Recovery Day: First of its Kind in Canada



What: The Drug Prevention Network of Canada, in conjunction with Orchard Recovery Center and organized by local recovery advocates, will present the first Canadian celebration of recovery: Rally for Recovery, at the Vancouver Art Gallery on September 30, 2012. Rally for Recovery celebrates Canadians in recovery from alcohol and other substance use disorders. The event is accompanied by an official proclamation from **Mayor Gregor Robertson** recognizing September 30, 2012 as **Recovery Day**.

Expected officiates and speakers include: Vancouver City Councilor, Geoff Meggs; Parks Board Trustee, Constance Barnes; BC Federation of Labour, President, Jim Sinclair; and MLA for Mission-Abbotsford, Randy Hawes.

Vancouver City Councilor, Geoff Meggs will read Mayor Robertson's proclamation at the event; the afternoon celebration at the Vancouver Art Gallery will also include a rally, march, and personal stories of recovery. This event is the first of its kind in Canada - it offers people a public forum to discuss and celebrate the hope in recovery.

As stated by Faces and Voices of Recovery, this advocacy movement is committed to mobilizing and organizing Canadians in recovery from alcohol and other substance use disorders, our families, friends, and allies to change public perceptions of recovery, end discrimination, and keep a focus on the fact that recovery works and is making life better for millions of people.

"The US Government recognizes the entire month of September as 'Recovery Month.' Realizing Canada had no equivalent we decided to plan a public celebration of recovery in Vancouver," stated AnnMarie McCullough, communications director for Orchard Recovery. "We are thrilled to get an official proclamation from Mayor Robertson. With Recovery Day we will shift the focus from the problem of addiction to the solution: recovery."

Following Recovery Day, the Orchard Recovery Center presents the **2nd annual REEL Recovery Film Festival** October 19-20, 2012. Aimed at raising awareness and sharing stories of hope in recovery, the festival's opening gala will host a Canadian exclusive premier of the trailer of *The Anonymous People*, a Greg Williams film in production. This film aims to publicize the emerging Addiction Recovery Advocacy Movement, and Williams will be documenting the September 30 Recovery Day event to include in the final film.

Orchard Recovery is proud to celebrate their 10-year anniversary with Recovery Day 2012 and the REEL Recovery Film Festival.

Where: Vancouver Art Gallery (on Georgia St.), Vancouver, BC

When: September 30, 2012 @ 12:00 pm – 3:00 pm PST

RSVP: Mediatonic PR buzz@mediatonicpr.com or 778.737.6877, by September 26

HIGH RES IMAGES – Available Upon Request

FOR MEDIA INQUIRIES:

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Orchard Recovery Center will celebrate their 10-year anniversary in the spirit of giving back by presenting:

- **Rally for Recovery Day 2012** www.orchardrecovery.com/recovery_day_rally.php
- **2nd Annual REEL Recovery Film Festival** www.orchardrecovery.com/filmfest/