

**For Media Enquiries:**

Heather Oliver 778.737.6877

[heather@mediatonicpr.com](mailto:heather@mediatonicpr.com)



## **Vancouver Mayor Proclaims September 8 Recovery Day *2<sup>nd</sup> annual Rally for Recovery spreads across the country***

**Vancouver, BC (August 15, 2013)** – Organized by local recovery advocates, Vancouver will host the Second Annual “Rally for Recovery” at the Vancouver Art Gallery on September 8, 2013. “Rally for Recovery” celebrates Canadians in recovery from addiction. The event is accompanied by an official proclamation from **Mayor Gregor Robertson** recognizing September 8, 2013 as **Recovery Day**.

Expected officiates and speakers include: Councillor Raymond Louie; Parks Board Trustee, Constance Barnes; MLA for Abbotsford, Darryl Plecas; MP for West Vancouver- Sunshine Coast-Sea to Sky Country, John Weston.

Vancouver City Councilor Raymond Louie will read the proclamation at the event; the afternoon celebration at the Vancouver Art Gallery will also include a rally, a march, and personal stories of recovery. It offers people a public forum to discuss and celebrate the hope in recovery. The days' celebration will close with the Serenity Prayer in a massive circle that will enclose the Vancouver Art Gallery courtyard and a special performance from the VOC Soul Gospel Choir.

Last year's Rally for Recovery on Recovery Day in Vancouver has gained international attention and was recognized as ‘exceeding expectations’ and for ‘its commitment to expand the breadth and reach of *National Recovery Month*’. On September 4, it will be honoured by Substance Abuse and Mental Health Services Administration’s Recovery (*SAMSHA*) *Month Annual Event Award Program* in Washington, DC.

“The US Government has recognized the entire month of September as ‘Recovery Month’ for over 20 years. Realizing Canada had no equivalent we decided to plan a public celebration of recovery in Vancouver last September. This year, the event has grown across Canada with Recovery Day celebrations expected in 10 cities,” stated AnnMarie McCullough, director of communications & community relations for Orchard Recovery Center. “We are thrilled to get an official proclamation again this year from Mayor Robertson. With Recovery Day we will shift the focus from the problem of addiction to the solution: recovery.”

This recovery advocacy movement is committed to mobilizing and organizing Canadians in recovery from addiction, along with our families, friends and allies to change public perceptions of recovery and end discrimination.

- 30 -

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

**When:** September 8, 2013 @ 12:00 pm – 3:00 pm PST

**RSVP:** [buzz@mediatonicpr.com](mailto:buzz@mediatonicpr.com) or 778.737.6877, by September 1, 2013



**About Recovery Day** [www.recoveryday.ca](http://www.recoveryday.ca)

On September 8th, Canadians in recovery from addiction will join with friends and family to build awareness, challenge societal stigma, and celebrate the role that recovery plays in improving life for individuals, families, and communities. We believe that recovery saves lives. We envision a world in which recovery from addiction is a common, celebrated reality - a world where individuals will not experience shame when seeking help. We are passionate about sharing the faces, voices and stories of recovery in hopes of inspiring and inviting others to join us on the rewarding, yet diverse, path to wholeness. Together, we will demonstrate the power and proof of recovery from addiction.

#RecoveryDaySept8 T: @RecoveryDay2013 F: RecoveryDay

**About Orchard Recovery Centre** [www.orchardrecovery.com](http://www.orchardrecovery.com)

The Orchard Recovery Center is a highly respected addiction recovery center - renowned for breaking the cycle of addiction and restoring hope and health to individuals, families, and communities. The professional, compassionate staff has been assisting clients take personal responsibility for their ongoing recovery and helping them rebuild their lives since 2002. The Orchard's continuum of care includes medically supervised detox, primary care, sober living, outpatient services, and ongoing alumni support.

**About VOC Soul Gospel Choir** [www.vocsoulgospelchoir.com](http://www.vocsoulgospelchoir.com)

Since its inception in 1997, VOC Choir has performed with Celine Dion, for Maya Angelo, have made numerous National TV appearances. The Choir's Director, Checo Tohomaso, performed with Lionel Ritchie and the Commodores and the Late Marvin Gaye for many years and has brought the energy, healing music style and love of music into the choir's performances. The 130-member choir delivers a high-energy, positive vibe that mixes together the sounds of Soul, Gospel, R&B, Jazz, Hawaiian, Calypso, and Reggae.