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For more information contact:
Deann Jepson
816-235-6888
jepsond@attcnetwork.org

FOR IMMEDIATE RELEASE

Imagine Who You Could Save: Website Opens Door to Addictions Careers

Find useful tools to help you recruit qualified, passionate individuals into the field

(Kansas City, MO – December 1, 2008) – **Imagine Who You Could Save** is a national campaign designed to help recruit qualified individuals to the profession of addiction treatment and the recovery services field. The need for treatment—and treatment professionals—continues to grow as more people at all levels of society are harmed by addiction.

The Addiction Technology Transfer Center (ATTC) Network is committed to providing resources needed to stimulate interest and start motivated individuals on a career path in the addictions field. The recent launch of AddictionCareers.org connects educators, counselors and other leaders in the field with helpful tools to inspire the next generation of addictions professionals.

Offering testimonials from addictions experts, compelling statistics on career opportunities and growth in the addictions treatment sector, and helpful background information on substance abuse and treatment, AddictionCareers.org emphasizes the hope which addictions professionals give to individuals and families who are affected by this disease. It also invites others to consider an addictions career and incorporates several recruitment components, including the **Imagine Who You Could Save** award winning video, a Recruitment Kit, and a variety of other marketing materials.

The **Imagine Who You Could Save** video was designed to promote career opportunities in the addictions field while breaking down the stereotypes typically associated with the addictions treatment and recovery services field. The video can be viewed on the AddictionCareers.org Web site and is available for purchase. Contact jepsond@attcnetwork.org or (816) 235-6981 to order your copy.

Four groups, the [Northeast Addiction Technology Transfer Center \(ATTC\)](http://NortheastAddictionTechnologyTransferCenter.org), [NAADAC](http://NAADAC.org), the [Association of Addiction Professionals](http://AssociationofAddictionProfessionals.org), [Central East ATTC](http://CentralEastATTC.org), and the [ATTC National Office](http://ATTCNationalOffice.org), collaborated to create this campaign. It was also funded in part by a grant from the Substance Abuse and Mental Health Services Administration/Center for Substance Abuse Treatment (SAMHSA/CSAT) and a variety of other sponsors.

More information and resources are being added to the site as they become available. Please visit AddictionCareers.org today!

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University of Missouri - Kansas City
5100 Rockhill Road, Kansas City, MO 64110
(816) 235-6988 (p) | (816) 235-6580 (f)
www.ATTCnetwork.org