

Phoenix House Community Turns Out En Masse For Second Annual A&E Recovery Rally

**With Anticipated 1,500 Participants, Phoenix House to Represent Largest
Delegation at Event**

NEW YORK – September 10, 2009 – A delegation 1,500 strong from **Phoenix House**, the nation's leading non-profit alcohol and drug abuse treatment and prevention agency, will lead the march at the Second Annual A&E Recovery Rally – a key event component of National Alcohol and Drug Addiction Recovery Month – this Saturday, September 12 in New York City.

The largest single contingent at the event, the Phoenix House delegation – consisting of current clients, program alumni, family members, counselors, and other staff from the metro area – will join the more than 10,000 expected to take part in a symbolic walk across the historic Brooklyn Bridge. The rally will follow in Brooklyn's Cadman Plaza Park with a special musical performance by Smokey Robinson.

“The A&E Recovery Rally is a true testament to the growing solidarity among the recovery community – a solidarity which is absolutely vital in our efforts to remove the stigma of addiction and educate the public about the effectiveness of treatment,” says Phoenix House President and CEO **Howard Meitiner**. “Only in its second year, this rally has already grown exponentially and Phoenix House is deeply honored to be a part of such an inspirational and important event.”

Phoenix House participants will wear t-shirts that will give the world a sneak preview of its new logo – the organization's first major branding revitalization since its inception in 1967. The official debut of the logo will coincide with an announcement in the coming weeks of several substantive changes underway at Phoenix House.

Howard Meitiner will be in attendance at the rally and available for media interviews.

About Phoenix House

Phoenix House is one of the nation's leading non-profit substance abuse prevention and treatment service organizations, serving close to 7,500 men, women (including women with children), and teens each day at more than 152 drug and alcohol treatment and prevention programs in 10 states – California, Connecticut, Florida, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Texas, and Vermont. For information, visit www.phoenixhouse.org.

For more information about Phoenix House or to schedule an interview with CEO Howard Meitiner, please contact Karen Sodomick, Vice President & Director, Marketing

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