

Phoenix House

For Immediate Release
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Phoenix House Honors Hip-Hop Giant Russell Simmons

New York, NY – On March 31, 2004 Phoenix House, the nation’s leading non-profit drug treatment and education agency, will honor music industry legend Russell Simmons with the Phoenix Rising Award. Simmons is being recognized for his tireless advocacy of drug law reform and his role in educating the public and policy makers about the effectiveness of treatment.

“I am honored to be recognized by an organization that has such a long history of success in helping people struggling with drug addiction,” said Simmons. “Incarceration doesn’t solve the problem of addiction and doesn’t get at the root of the issue. A program like Phoenix House repairs and saves lives.”

“Russell brings extraordinary authenticity to the debate over drug abuse policy,” said Mitchell S. Rosenthal M.D., Phoenix House president. “He is an invaluable champion of treatment for drug users, and we are delighted to have the opportunity to recognize his commitment.”

Chairman and CEO of MTV Networks, Tom Freston also expressed his admiration of Simmons. “Russell is a brilliant businessman and a tremendous friend, but it is his compassion for others and his unwavering commitment to his principles that make him a truly exceptional person. It’s great to see him recognized for his hard work in this way.”

The Phoenix Rising Award was created in 1997 to honor leaders in the music and entertainment industry who have made a substantial difference in promoting healthy lifestyles among America’s youth. Previous recipients of the award include Judy McGrath, Eric Clapton and Martin Sheen.

The award dinner at New York’s fashionable W Hotel will be chaired by Tom Freston (Chairman and CEO, MTV Networks) and Richard Plepler (Executive Vice President, HBO). Co-chairs include Andre Harrell (President and CEO, Nu America Music), Robert L. Johnson (Chairman and CEO, Bet Holdings, Inc.), Jeffrey S. Ross (Executive Producer, NBC’s “Late Night with Conan O’Brien”), and Simmons’ wife Kimora Lee Simmons.

Phoenix House is the nation’s leading provider of substance abuse treatment and prevention services operating more than 100 programs in nine states. Since 1967, Phoenix House has treated more than 100,000 substance abusers – currently caring for a population of more than 6,000 at residential centers for adults, residential Phoenix Academies combining long-term treatment and schooling for adolescents, outpatient, after school, and day programs.

DATE: Wednesday, March 31, 2004
TIME: 6:30pm VIP Cocktail Reception & Arrivals / 7:30pm Award Dinner
PLACE: The W New York, 541 Lexington Avenue, New York

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