



For Immediate Release

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## **ADAMHS Teams With Alpha Media Dayton In Combating Heroin**

Montgomery County Alcohol, Drug Addiction & Mental Health Services (ADAMHS) has joined with Alpha Media Dayton in a radio public service announcement campaign aimed at helping individuals battling opiate and heroin addiction.

The six month campaign, called Project Recovery, includes a “recovery is possible” message along with a Heroin Helpline phone number to call. Concerned family members, friends, co-workers and people combating substance abuse can call 937-853-4343 to talk to an expert from ADAMHS about the next steps toward recovery.

“We are horrified at the waste of life and lives caused by this heroin epidemic. As a group, our great employees here at Alpha Media Dayton, decided we needed to do more than just wring our hands and hope someone would do something about this issue,” said John King, Alpha Media Dayton Senior Vice President/Market Manager. “That’s why we are donating time on all five of our radio stations to educate and hopefully change minds about this evil drug.”

In 2013, unintentional drug overdoses killed 226 people in Montgomery County, 132 involving heroin.

“Today’s heroin epidemic is unlike any drug epidemic that we have experienced. Most everyone knows someone affected,” said County Commissioner Dan Foley, who was instrumental in launching the effort with Alpha Media Dayton. “People need to know there is help available and that recovery from addiction can and does happen.”

The PSA’s can be heard on Fly 92.9, Hot 102.9, ESPN 1410-AM, WROU-FM and 101.5 Hank FM.