

Steps to Recovery

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FOR IMMEDIATE RELEASE:

“Steps to Recovery & Philly’s Famous Entrepreneur and Media Personality Join forces to Raise Awareness on Addiction and Overdose”

Addiction Treatment Provider and Tony Luke Jr. Partner Together to
Stop the Stigma, Raise Awareness To End the Epidemic with a
Night to Remember

Levittown, PA –AUGUST 30- Steps to Recovery (STR) a premiere addiction treatment facility joins forces with a Philadelphia based entrepreneur/media personality Tony Luke Jr. to raise awareness of drug addiction and overdose with a Tree Planting Ceremony and Tony’s #BrownandWhite initiative. In honor of International Overdose Awareness Day, Steps to Recovery is hosting a dedication ceremony, calling it, *A Night to Remember* to recognize those lives lost to drug overdose. The event will take place on Wednesday, August 30, 2017 at 6:30 p.m. to 8:30 p.m. at Steps to Recovery located at 1400 Veterans Highway, Levittown, PA 19056. The event is open to the community. We welcome those who join us to bring a picture of someone they lost due to an overdose so they can be honored at

the ceremony. State Representatives, including Tina Davis, will attend to help us raise awareness in the community.

“We chose to plant a tree and include the community because it represents strength, wisdom and eternal life,” said Manuel Rivera, Clinical Director, at Steps to Recovery. Ryan McCarthy, CEO, Co-Founder also added, “Our communities are in the middle of an opioid epidemic. Our traditional approach to addiction treatment must be looked at and enhanced. There are too many lives at stake not to.”

McCarthy adds, “That’s why it’s so important to raise awareness, educate people and work closely with the community and recovery resources.” Tony Luke Jr. agrees wholeheartedly! As he has said during multiple media interviews, “Addiction is a disease. It does not discriminate and we need to raise awareness and get lawmakers involved to ensure people are getting longer treatment than 30 days.” Tony adds, “We have to put a face to the statistics.” Tony Luke Jr. lost his son to a heroin overdose at age 35 earlier this year and has vowed to raise awareness and stop the stigma of drug addiction and overdose ever since.

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About Steps to Recovery

Steps to Recovery is an extended care program providing community integrated drug and alcohol treatment through Intensive Outpatient, Partial Hospitalization, and Housing Support. We believe recovery is sustained through community and connection. Our approach and company culture is to engage clients in ways that offer intimacy, authenticity, and transparency.