**PRO FORMA MEDIA RELEASE FOR 2022 EVENT PARTNERS**

**Time to remember loved ones and end overdose**

Local communities in **Montana** and around the world are coming together to remember those who have died or suffered permanent injury due to drug overdose.

Observed on the 31st of August every year, International Overdose Awareness Day (IOAD) seeks to create better understanding of overdose, reduce the stigma of drug-related deaths, and create change that reduces the harms associated with drug use.

**New Day, Inc. Non-Profit Organization, Is holding their 1st Annual Overdose Awareness Event.**

**Who: Everyone is invited to join in this day of training, sharing, and awareness.**

**What:**

**\*Millennium Health Professionals will educate the community on drug trends in Montana.**

**\*Volunteers will share their stories of losing loved ones to overdose.**

**\*Goldstein Little Eagle will provide a training on how to administer life saving Narcan.**

**When: Wednesday, August 31, 2022**

**11am-3pm**

**Where: 1724 Lampman Drive, Billings MT 59102**

**Why: To raise awareness, support others, and educate on life saving techniques.**

 **No Cost**

By holding an event this year, New Day, Inc. and the people of **Billings, MT.** are joining themselves to a global movement for understanding, compassion, and change.

In 2021, despite the disruption caused by COVID-19, the world united to hold hundreds of IOAD events of all kinds in at least 37 countries – a phenomenal result.

People and communities come together annually to raise awareness of one of the world’s most urgent public health crises – one that, unfortunately, is only getting worse.

According to the UN Office on Drugs and Crime’s most recent World Annual Drug Report, nearly half a million people around the world died as a result of drug use in 2019.

Early statistics and anecdotal evidence for the 2021 calendar year show that the situation is becoming ever-more critical, exacerbated in many areas by the pandemic decreasing the tolerance of people who use drugs and disrupting both services and the drug supply chain.

International Overdose Awareness Day is convened by Penington Institute, an Australian not-for-profit.

**“It takes a village….we must join together to end the stigma, educate on drug use, share our stories, support each other in this crisis, and learn what we can do to help end this devastating outcome. Every person who overdoses is someone’s daughter or son. It can happen to anyone. Please join us on this day to work together as a community to help end overdose “ Jessica Erickson, MS, LCPC, LAC, Clinical Director of Adult Treatment Services for New Day, Inc.**

“The time is now to come together to remember people who have died from overdose, we are taking a stand to say that more needs to be done to end overdose in our community.” Stephanie Hons, BS, LAC, ACT Coordinator and addiction treatment provider at New Day, Inc.

“Overdose can affect anybody. We are working to raise awareness of the growing number of loved ones lost to overdose. One person lost is too many. It’s time to act now. Action has to start with awareness through education.” Brittney Mill, BS, ACLC, Addiction Counselor at New Day, Inc.

“No family should ever experience the pain of losing a loved one because of overdose.” Brook Lohmoeller, BS Executive Assistant , New Day, Inc.

“We encourage the Billings community members with lived experience to come to this event and to stand together with the men and women who have been personally affected by overdose.” Stephanie Adkins, BS, LAC, Director of Outreach and Development.