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## **Fund-raising campaign will provide detox services, save lives** Center for Addiction Treatment part of Cincinnati Gives

**CINCINNATI, OH** (Nov. 29, 2016) — Center for Addiction Treatment (CAT), Cincinnati's longest serving addiction treatment facility, is seeking help this holiday season to fund the crucial first step to recovery — detox.

The nonprofit treatment facility has joined Cincinnati Magazine's Cincinnati Gives Challenge, in an effort to raise much-needed funds to help close the gap in funding for medical detox in order to save more lives. The Cincinnati Gives Challenge is an unprecedented, year-end fundraising campaign that equips local charities and facilitates connections between the interests of donors and the needs of local non-profits.

Cincinnati is in the grips of a deadly public health crisis. Last year in Ohio, unintentional overdose deaths claimed the lives of more than 3,000 people. On average, that's eight people each day, up 642 percent since the year 2000.

People who want treatment should have access to it, but that is not always the case — especially for detox, which is not adequately funded with public monies. Proceeds from CAT's Cincinnati Gives Challenge will be used to provide detox for those who are seeking treatment but unable to pay for the services.

"Greater Cincinnati is at the forefront of a well-documented, and unprecedented drug epidemic. Lives are on the line. It is essential that we put recovery within reach for those needing help," said CAT President and CEO Sandi Kuehn. "No one seeking treatment for the disease of addiction should be turned away."

The Cincinnati Gives Challenge launched on Tuesday, Nov. 29 at noon and runs through Tuesday, Dec. 27. The charity team that raises the most money during the challenge wins an additional \$15,000 donation; second place wins \$6,000 and third place wins \$3,000.

*Cincinnati Magazine's* Cincinnati Gives Challenge is the first of its kind in the city. Presented by The Greater Cincinnati Foundation, and inspired by the magazine's upcoming 50th anniversary, it was designed to leverage the power of the crowd to make a powerful and meaningful impact in our

community.

To help Center for Addiction Treatment win the Cincinnati Gives Challenge, visit <https://www.crowdrise.com/centerforaddictiontreatment-cincinnati-gives> for more detailed information about the challenge and a digital link to Cincinnati Magazine's Annual Guide to Giving.



**About Center for Addiction Treatment**

Since 1970, the Center for Addiction Treatment (CAT) has provided high-quality affordable treatment for patients with addiction to drugs, alcohol or gambling. As the only non-hospital-based medically monitored detox facility in the region, CAT provides individualized care through short-term residential and intensive outpatient services, medication-assisted treatment, counseling, a continuing care program and a comprehensive family education program. Today CAT has thousands of alums who are on the path to recovery and leading sober lives.

For more information on treatment for alcohol, drug or gambling addiction visit [www.catsober.org](http://www.catsober.org).

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