



FOR IMMEDIATE RELEASE

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PRESS KIT (available 10AM, April 21):

villaofhope.org/groundbreaking-recovery/

VILLA OF HOPE TO HOST VIRTUAL GROUNDBREAKING CEREMONY MARKING FIRST-EVER DETOX AND OUTPATIENT CENTER IN MONROE COUNTY

Rochester, NY - Wednesday, April 21, 2021 — Villa of Hope is set to premiere its virtual groundbreaking event — ***Groundbreaking Recovery*** — as they prepare to build their brand-new, integrated recovery and mental health facility in Greece. The two new centers will serve individuals ages 16 and up residing in Monroe County and surrounding areas of New York State. The virtual premiere will take place on **Wednesday, April 21, 2021 at 10 AM. Media is invited to a VIP premiere screening & to interview key speakers.**

Our key speaker lineup available for interviews:

- Chris Gullo (*Villa of Hope CEO*)
- Dr. Michael Mendoza (*Department of Public Health Commissioner*)
- Kim Sadwick (*Villa of Hope, Chief Medical Officer, Psychiatric NP*)
- Todd Baxter (*Monroe County Sheriff*) - tentative -

Not able to attend for interviews, footage available on press kit:

- Adam Bello (*County Executive*)

Groundbreaking Recovery will highlight Villa of Hope's next steps forward as the organization continues to support youth and adults who are battling substance abuse and working on their mental health and wellness. With help from State grants, two new facilities — *a detox center and an outpatient clinic* — are being built in Greece.

Villa of Hope is excited to introduce its new medically supervised withdrawal and stabilization treatment home to the Rochester community. This center will be the first community, agency-run inpatient center of its kind in Monroe County. With opioid use at an all-time high and the increasing numbers of overdoses and deaths due to substance abuse, Villa of Hope is proud to provide groundbreaking and life-changing opportunities for adolescents and adults to find hope and to recover and rebuild their lives through specialized detox programs.



Villa of Hope Detox Center



Villa of Hope Behavioral Health Clinic



Having the new facility located in the County of Monroe will provide a significant and necessary change in access for individuals who need Villa of Hope services and substance abuse support.

"In 2017, 32% percent of county residents (1,700 people) seeking services had to travel outside of Monroe County due to a lack of bed availability."

The new home will serve patients in Monroe County who are struggling with addiction and who have had to previously seek treatment outside of the county.

"Individuals and families seeking help should not have to travel outside of Monroe County to find it. We need to eliminate barriers and stigma to get people the help they need – when and where they need it. Drugs are killing our friends, neighbors, and young people – they are killing our communities. We all need to step up and take on this challenge." — Christina Gullo, President/CEO of Villa of Hope

Offering short-term (5-7 days) medical inpatient treatment that focuses on physically stabilizing patients who are stopping the use of alcohol and/or other drugs, the new facility will provide structured, around-the-clock treatment programs under the watchful care of physicians, nurse practitioners, psychiatrists, and licensed therapists and will be open 24 hours a day. After completing withdrawal, patients will be able to continue treatment in other programs such as the Villa of Hope Outpatient Clinic and/or residential and group home programs.

"The Villa of Hope's investment in the detox facility and the mental health and behavioral health treatment facility are valuable resources that will go a long way



toward helping those struggling to find their way to find the help, the support, and treatment they deserve.”

— Dr. Mendoza, Department of Public Health Commissioner.

Groundbreaking Recovery will include an exclusive media invitation to view a VIP screening of the ceremony and to obtain interviews of key speakers. Media must RSVP and receive a press pass to attend. Please email Becca Delaney Johnson at becca@thecausecollab.org to reserve your spot. Key speakers available on site for interviews include:

- Chris Gullo (*Villa of Hope, Chief Executive Officer*)
- Dr. Michael Mendoza (*Department of Public Health Commissioner*)
- Kim Sadwick (*Villa of Hope, Chief Medical Officer, Psychiatric NP*)
- Todd Baxter (*Monroe County Sheriff*) - tentative

Additional footage available via press kit from:

- Adam Bello (*County Executive*)

Interviews will be arranged between 10:30 and 11 AM following the screening. If you are unable to attend the screening and interview opportunity on-site, arranging phone interviews may be possible, please contact us directly.

WHEN: Wednesday, April 21, 2021 at 10 AM

WHERE: MEDIA: VIP Groundbreaking Recovery Premiere Screening

Villa of Hope Chapel

3300 Dewey Avenue Rochester, NY 14616

Visitors can enter via the South Campus Entrance, by Villa of Hope School; parking will be designated with signage, and will be a short walk to our Chapel.

GENERAL PUBLIC: Virtual Groundbreaking Recovery Ceremony

Villa of Hope Facebook Premiere/Live: www.facebook.com/VillaofHopeRoch

Full press release and media kit are available at 10AM APRIL 21 for media use. To view press materials and to learn more about the upcoming Groundbreaking Recovery event, please visit villaofhope.org/groundbreaking-recovery/.

For more information on supporting the Villa of Hope or the new detox and outpatient clinic, please reach out to **Gerianne Puskas, Chief Advancement Officer, Villa of Hope at 585-683-1999.**

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About Villa of Hope

Villa of Hope is a 501(C)(3) nonprofit organization. Its mission is to partner with individuals, families, and communities to Rebuild relationships, Recover potential, and Renew hope for the future. With a vision to advance human potential by transforming the social foundations of our neighbors and elevating lifelong health outcomes for our community, Villa of Hope has been serving the Rochester community since 1942.

You are invited
to a VIP screening and premiere!



GROUNDBREAKING **RECOVERY**
VILLA of HOPE

APRIL 21, 2021 | 10 AM | 3300 DEWEY AVENUE