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FOR IMMEDIATE RELEASE

**SOUTHWEST FLORIDA ADDICTION SERVICES
RECEIVES \$12,000 VIDEO GIFT**

Southwest Florida Addiction Services (SWFAS) now has a six-minute fund-raising video to share with community groups, thanks to the generosity of Chaos Productions, a full-service video production company based in Fort Myers.

The video, valued at \$12,000, focuses on the SWFAS campaign to build a new Detoxification Center on land donated by the City of Fort Myers on Evans Avenue.

The video shows conditions at the current Detoxification Center on Cleveland Avenue, which has not grown to keep pace with the area's population, along with comments supporting the project from Florida Governor Jeb Bush, Lee County Commissioner Bob Janes, Lee Memorial Health System President Jim Nathan, Lee County Sheriff Mike Scott, Southwest Florida Community Foundation President Paul Flynn and others.

Groups or organizations that would like to arrange for a presentation may call Michelle Phillips at 332-6937.

"We see the positive work that SWFAS does in the community and we wanted to do something to help," said Stuart and Cotten Brown, the brothers who own Chaos Productions. "It was very obvious to us that SWFAS desperately needs more beds to treat residents."

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While the population at risk has nearly tripled in the past 20 years, SWFAS CEO Kevin B. Lewis said the number of detox beds has decreased steadily from 28 beds in 1984 to 17 beds in 2006, due to inadequate state funding. A recent appropriation from the Florida Legislature has increased the number of beds to 25 for 2007.

“There isn’t a day that passes that we aren’t forced to turn away people in need of immediate detoxification because there are no beds available. It truly is a tragedy in progress,” Lewis said.

“We are very appreciative of the work Chaos Productions did in creating this video for us. It tells the story in a way that words alone cannot,” Lewis said. “In its first two showings, donors stepped forward with \$13,000 -- that’s pretty powerful.”

SWFAS now has about \$3.5 million toward the \$8 million cost of the new 40,000 square foot facility, which will include 40 beds for detoxification as well as outpatient treatment services. The SWFAS Board of Directors and Capital Campaign Cabinet are requesting funding from local individuals, businesses, and foundations to help with the project.

SWFAS plans to break ground next fall with completion one year later.

SWFAS is the largest and oldest comprehensive substance abuse treatment and prevention program in Southwest Florida, serving 6,000 people per year from ages 9 to 90. SWFAS offers outpatient and residential programs for both adults and youngsters from six locations in Lee County. Fees are charged on a sliding scale, based on family income. In many cases, private insurance is accepted.

For more information about the campaign or to make a gift to SWFAS, call Lewis at 332-6937.

Photo: (left to right) Stuart and Cotten Brown, owners of Chaos Productions, receive a commemorative plaque from SWFAS CEO Kevin B. Lewis