

May 14, 2007

CONTACT:

Kevin B. Lewis
SW Florida Addiction Services
(239) 278-7595, Ext. 700
k_lewis@swfas.org

Susan Bennett, APR, CPRC
Susan Bennett Marketing & Media
(239) 277-5255
sbennett@susanbennett.biz

FOR IMMEDIATE RELEASE

**SWFAS NEWSLETTER RECEIVES
PUBLIC RELATIONS HONORS**

Southwest Florida Addiction Services (SWFAS) and Susan Bennett Marketing & Media received two awards for excellence in public relations from the Florida Public Relations Association, Southwest Chapter, for the SWFAS newsletter, *Recovery*.

The *Image Award* and *Judges' Award* were presented earlier this month to SWFAS and Susan Bennett Marketing & Media, L.C., which designed the award-winning newsletter *Recovery*.

The four-page newsletter was redesigned in four colors to make it more visually appealing and serve as the centerpiece of SWFAS' capital campaign to build a new Detoxification Center and Outpatient Treatment Facility.

More than \$5.3 million has been raised so far to build the new 44,000 square foot building, which will begin construction later this year on Evans Avenue on land donated by the City of Fort Myers under a long-term lease.

The Judges' Award was presented for its cost-effectiveness, since the newsletter production costs are funded by sponsorships.

SWFAS is Southwest Florida's most comprehensive substance abuse treatment and prevention program, operating from nine offices throughout Lee and Hendry counties. Since 1980, SWFAS has helped more than 63,000 residents in Lee, Charlotte, Glades and Hendry counties rebuild their lives. SWFAS offers treatment services at all levels of intensity including residential, outpatient counseling, and group therapy. In addition, SWFAS provides detoxification services for adults, prevention programming for all ages, and an Employee Assistance Program for about 80 Southwest Florida businesses.

Susan Bennett Marketing & Media, L.C., is a full-service public relations and

marketing firm based in Fort Myers that was founded in 1991 by Susan Bennett, an accredited public relations professional (APR) and certified public relations counselor (CPRC). Bennett, a former Gannett Co. executive and member of the launch team of *USA TODAY*, has won more than 150 awards for promotional work on behalf of commercial, non-profit, and governmental clients.