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FOR IMMEDIATE RELEASE

**SWFAS, SUSAN BENNETT EARN
TOP PUBLIC RELATIONS HONORS**

Southwest Florida Addiction Services (SWFAS) and Susan Bennett Marketing & Media earned seven awards from the Southwest Florida Chapter of the Florida Public Relations Association, including the top two *Grand Image Awards* for the best public relations in the region last year.

The awards were presented for excellence in public relations at the 2008 Annual Image Awards ceremony April 22 at the Southwest Florida International Airport.

The *Grand All Image Award* was presented for the best overall public relations program in Southwest Florida last year for the “SWFAS Campaign to Build a New Detoxification Center.” The campaign also won an *Image Award* for the best public service program in Southwest Florida last year.

The *Grand Image Award* was presented for the best printed public relations tool for “A State of Denial,” a 12-page full-color reprint of a two-part *News-Press* series by Francesca Donlan that detailed the critical need for more substance abuse services. The full-color booklet became the centerpiece of the SWFAS campaign to build a new Detoxification Center and Outpatient Treatment Center, which is now under construction on Evans Avenue in Fort Myers. The booklet also won an *Image Award* for the best full-color printed tool of public relations in Southwest Florida last year, as well as a *Judges Award* for cost-effectiveness.

The campaign video, “*Saving Lives: The Campaign to Build a New SWFAS Detoxification Center*,” also earned an *Award of Distinction* and a *Judges Award* for SWFAS, Susan Bennett Marketing & Media, and Chaos Productions, which shot the video.

More than \$6.1 million has been raised so far to build the new 44,000 square foot Detoxification and Outpatient Treatment Center, which will provide 40 beds for detoxification and house outpatient services and administration.

“We are very honored to receive this recognition from the local chapter of FPRA, and are very thankful to our donors who are making this new building a reality. We still need to raise about \$3 million to complete the campaign,” said SWFAS CEO Kevin B. Lewis. Several room naming opportunities are available from \$5,000 to \$1 million. For more information about the campaign, contact Lewis at 278-7595, ext. 700.

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 70 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 200 awards for promotional work on behalf of commercial, non-profit, and governmental clients.

Cutline: (left to right) Susan Bennett, Susan Bennett Marketing & Media, and Kevin Lewis, SWFAS CEO, receive Grand All Image Award from Barbara-Ann Urrutia, president of the Southwest Florida Chapter of the Florida Public Relations Association (FPRA).