



National Addictions Awareness Week: “Addiction Matters”

Portage Ontario helps raise awareness about substance abuse among young people

Toronto, ON, November 18, 2015 – During National Addictions Awareness Week, from November 15 – 21, 2015, Portage Ontario will join health and addiction organisations across the country to help raise awareness about addiction, in particular among young people.

For thirty years, Portage Ontario has been helping youth between the ages of 14 and 18 with serious substance abuse problems. Many of these youth have begun using drugs as early as 10 years old. They have lost interest in school and are not attending regularly, are often alienated from family members and no longer living at home. Portage Ontario seeks to rectify this by helping young people overcome their dependencies and take back control of their lives.

The negative effects of drugs and alcohol impact not only on our healthcare, public safety, and the economy, they impact our communities, families, and the people we care about. The good news is that addiction treatment works, and that recovery is possible. However, stigma is still a significant barrier for many.

Let’s reduce the stigma – Let’s #giveitup!

In order to help reduce the stigma around drug addiction and recovery, Portage Ontario will be launching an online awareness campaign on November 22, 2015.

The #giveitup campaign seeks to help the public understand how hard it is for an addict to stop abusing drugs. Portage Ontario is challenging people to give something up for ten days– something that they are accustomed to having every day, like coffee, chocolate, or chips. Over the course of ten days, Portage will share stories and testimonials about recovery and statistics about addiction in Canada. The hope is that the campaign will get people talking about addiction, and more importantly about recovery.

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For more information, or to arrange for photos and/or an interview with a Portage Ontario alumni, please contact:

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For more information about the campaign, please visit <http://giveitup.portage.ca/>

About Portage Ontario

Portage Ontario is a non-profit organisation that operates a residential substance abuse rehabilitation centre for adolescents in Elora, Ontario in cooperation with the Government of Ontario. Since its establishment in 1985, the centre has treated more than 4,000 youth from every region of Ontario.

The Portage Elora centre is part of a network of eleven Portage programs offered in Quebec and Atlantic Canada. Portage is recognised as an international leader in addiction rehabilitation and prides itself in continually helping to advance knowledge and best practices in the field of addiction treatment.

For more information, visit www.portage.ca.