**Contact:**

Ryan Hampton

ryan@voicesriseup.org

**The Voices Project Announces the 2022 Mobilize Recovery National Bus Tour Featuring a Comprehensive Public/Private Partnership With** **iHeartRadio, Meta, Government Partners, and Over Two Dozen Cross-Sector Non-Profits.**

(Las Vegas – August 4, 2022) – The Voices Project announces the Mobilize Recovery 2022 National Bus Tour for **National Addiction & Mental Health Recovery Month (September).**

The national tour will run from September 5th - October 6th and will visit 27 cities across the country with over 40 events. Launching in Las Vegas during Labor Day weekend, Mobilize Recovery will depart on its cross-country tour — highlighting the recovery experience that is so unique in different regions throughout America, advocating for community-based recovery solutions, and ending preventable overdose deaths.

The bus tour is supported by tech partners Meta, Google, and Twitter and will join forces with iHeartRadio, local businesses, non-profit organizations, elected officials, and government agencies to promote and educate about addiction recovery and center the voices of those impacted most by the addiction & overdose crisis in essential locations along the route.

“After several years of hosting impactful and constructive events at our annual Las Vegas convening of recovery & drug policy advocates, we are answering the urgent requests of hundreds of our member advocacy groups to bring Mobilize Recovery to their communities,” said Ryan Hampton, founder of the Voices Project and creator of Mobilize Recovery. “We are changing the nation’s attitude towards supporting recovery – and it requires attention, focus, and urgency from the critical verticals of grassroots NGOs, private sector companies, government agencies, and elected officials.”

Thousands of people in recovery, family members, and recovery allies have attended Mobilize Recovery since its inception in 2019 — a not-for-profit annual convening to learn innovative strategies and tactics for grassroots organizing and recovery solutions. Participants connect with other recovery leaders, advocates, and grassroots allies to gain access to new tools & streamline their organizing and advocacy work to end addiction & inspire recovery in their communities.

Author and Voices Project founder Ryan Hampton added, “Public/private partnerships have been the leverage needed and the tipping point at which diseases like breast cancer, AIDS, heart disease, and autism came to the forefront of our daily consciousness – when big brands and entertainment companies decided to lift up these movements. The impact scale of our partners supporting the Mobilize Recovery movementis helping to accelerate a culture where every person, every worker, and every family member impacted will be heard.”

**The Partners**

**iHeart** has been supporting National Recovery Month since 2018 and has launched several media campaigns and initiatives focused on reducing the stigma around addiction. Over the last four years, iHeart has enlisted influencers and subject matter experts to increase understanding that addiction is a disease and that recovery is possible. iHeart and Mobilize Recovery also partnered last year for the *Recover Out Loud* concert featuring headliner Macklemore, which was heavily promoted by iHeart and streamed exclusively on iHeartRadio, Meta, and YouTube channels.

“There is an urgent need for recovery information and accessibility across the country, and iHeart remains committed to helping fuel the conversation between companies, local nonprofits, organizations and communities,” said Alexandra Cameron, SVP, Unified Partnerships at iHeart. “Through our partnership with Mobilize Recovery, we are celebrating and supporting those in recovery while also working to spur successful interventions through education and access to resources.”

**Meta** continues to bring people together through their platform to provide vital support — whether individuals or loved ones in recovery, health professionals sharing treatment resources, or organizations combating the stigma that often prevents people from seeking help. They have supported the work of Mobilize Recovery since its inception in 2019. The organization was initially incubated as a pilot project under the 2019 Facebook Community Leadership Program, a fellowship to support and fund extraordinary community leaders in creating real-world impact.

“We’re proud to partner with Mobilize Recovery to shine a light on the recovery experience in communities across the country. As a continuation of our important work with partners, we will utilize our platform and tools to amplify the work of experts, voices of people in recovery, and leaders on the front lines,” said Lindsay Elin, VP of Public Policy at Meta.

Since 2019, The Voices Project and its advocacy partner, the Recovery Advocacy Project, have trained over 5,000 individual advocates and hosted over 1,300 organizing meetings nationwide to act as a coalition on addiction recovery and overdose prevention matters. The annual Mobilize Recovery convening regularly hosts expert panels led by people in recovery and think tank-style discussions with government officials, at both the state and national level, to encourage dialog and originate meaningful and effective policy in addition to direct community relief like naloxone training and fentanyl test strip distribution. Traditionally, because addiction was treated as a criminal justice matter rather than a public health crisis, those in recovery were never a part of policymaking. Under the mantra of “no decisions about us without us,” Mobilize Recovery has demonstrated the benefit of joining the advocacy movement with agency leaders and elected officials. With no unified national approach to the overdose crisis, a paucity of legal protections for people in recovery, and no breast cancer-style cause-related marketing effort of recognition, Mobilize Recovery is America’s campaign of record for addiction and recovery.

“It is incredibly important to raise awareness, address stigma, and bring people together to celebrate America’s strong and resilient recovery community,” said Miriam E. Delphin-Rittmon, Ph.D., the Assistant Secretary for Mental Health and Substance Use and the leader of the Substance Abuse and Mental Health Services Administration (SAMHSA). “Avenues of meaningful engagement and accessible treatment, prevention, and recovery services and supports are needed now more than ever. SAMHSA remains committed to forging ahead with partners at all levels to lower barriers, create inclusivity, and listen to the unique needs of those in, or seeking recovery. We want everyone across the nation to know that help is available, and recovery is possible.”

# # #

*Mobilize Recovery tour schedule:* [*https://mobilizerecovery.org/bus-tour.php*](https://mobilizerecovery.org/bus-tour.php)

*A list of partners & sponsors can be found at:* [*https://mobilizerecovery.org/*](https://mobilizerecovery.org/)