



FOR IMMEDIATE RELEASE

November 4, 2020 (Calgary, Alberta)

Fresh Start Recovery Centre Calgary is pleased to announce their merger/acquisition of the South Country Treatment Centre in Lethbridge County Alberta. Combining Fresh Start's programming and leadership with South Country's history and facilities makes for a recipe for successful long-term addiction recovery in Lethbridge.

South Country Treatment Centre (SCTC) has been operating in Lethbridge since 1976, yet the opioid crisis has resulted in an immediate need to increase the capacity of our facility. Fresh Start Recovery Centre has helped impact and recover many lives in Calgary these past 28 years and we are confident that they have the knowledge, experience and ability necessary to expand and modernize the operations of SCTC to meet the increasing demand for a recovery-oriented system of care in Lethbridge and Southern Alberta. The Board of SCTC is looking forward to transitioning its operations to Fresh Start for the benefit of our community and our staff." John R. King SCTC Board Chair

FSRC is an award winning, accredited centre that offers live-in and out-patient treatment to those wanting to recover from addiction as well as out-patient treatment program for families. Fresh Start's treatment program is 14-16 weeks in length and is based on a recovery program with an 80-year track record for saving lives and healing families. FSRC have been operating in Calgary for 28 years and has been recognized as one of the top three treatment centres in Canada (a Donner Canadian Foundation Award Top 3 Finalist for the Treatment of Alcohol and Substance Abuse since 2006 and THE TOP AGENCY in 2010, 2013 & 2014*), a Charity Intelligence Canada Four Star Agency for Homeless Prevention since 2007 as well as a Canadian Top Impact Agency since 2015 and the 2012 Calgary Award Winner for Outstanding Community Advocate Agency.

"We know communities across Canada have been hard hit over the past several months, particularly with the pandemic and the increased stressors it has brought, combined with isolation and other conditions which have exacerbated issues with addiction," Stacey Petersen, Executive Director of Fresh Start Recovery Centre said "we need a whole community approach to facing these issues, including the opioid crisis. Which we can do by bringing the strength of both agencies and communities together in a focused approach across southern Alberta."

Adding that the decision by Fresh Start's Board of Directors on October 16, 2020 and the South Country Board on October 15, 2020 to approve the merger is a timely move Petersen says as bringing the organizational strength of Fresh Start where they already operate a 50 bed men's treatment centre, 46 post-treatment homes, a Family Healing Program and strong Alumni association streamline operations – positively impacting the Centre and ultimately the community.

"We are delighted to bring Fresh Start to the Lethbridge community. The pandemic has only accelerated rates of addiction in our communities and with our nationally recognized treatment program, committed staff and network of passionate supporters we look forward to providing hope to those in need." Craig H. Borgland – FSRC Board Chair

Overall oversight will be delivered by The Fresh Start board of directors, Fresh Start Executive Director Stacey Petersen and Director Operations Bruce Holstead while daily onsite Lethbridge operations will be managed by Tony Kokol in the acting role of Operations Manager. Mr. Kokol has been part of the Fresh Start Recovery Centre team and management for the past 10 years. Serving both men and women at Fresh Start South Country, the Centre will transition from a 28-day program to Fresh Start's 14-week addiction recovery program.

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For more information, or interviews, please contact:

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