

Press Release

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FOR IMMEDIATE RELEASE

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9 A.M. EDT,

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Announces Launch of the THP Project Purple Initiative Anti-Substance Campaign

Schools and community groups across the United States will be "Going Purple" to support The Herren Project's Project Purple initiative, a national anti-substance abuse awareness program.

Project Purple is an initiative of The Herren Project, a non-profit foundation established by Chris Herren, former NBA basketball player, motivational speaker, author and sobriety advocate, that assists individuals and families struggling with addiction through treatment navigation, education and mentoring. The Herren Project's Project Purple initiative goals are to create awareness and educate the public on the epidemic of substance abuse while encouraging teens and people of all ages to make positive decisions and stand up to drugs and alcohol.

The concept was developed when Chris Herren, a former professional basketball player who struggled with substance abuse throughout his basketball career, spoke at a local high school and the front row of students were wearing purple shirts. After Chris shared his story, one of the purple shirts raised her hand and stood up to speak. As snickering and laughter could be heard in the auditorium, the student said, "Thank you Mr. Herren for validating what we do. We are the sober students of this high school and each year we take a pledge to not use drugs or alcohol." Chris was captured by the courage it took to not only stand up and share the symbolism of the purple shirts, but was inspired to make a difference amongst adolescents across the United States.

Join The Herren Project and our team as we stand up and "Go Purple" showing support for the fight against substance abuse. Together we can make a difference, celebrating life and supporting one another. For more information visit www.THProjectpurple.org or www.theherrenproject.org.

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Project Purple is an initiative of The Herren Project, a 501(c)3 non-profit organization dedicated to providing assistance in taking the first steps toward recovery and a life of sobriety, educational programs and resources to increase awareness on the signs of addiction and bring hope for a better tomorrow.