



Why Connecticut REALTORS® is Involved in the Opioid Use Disorder Crisis and What's Ahead

- CT REALTORS® as an association became involved in raising awareness about the opioid epidemic in Connecticut after the crisis hit close to home. Former Greater Hartford Association of REALTORS® CEO Jeff Arakelian lost his 24-year old son Jordan to a heroin overdose in June 2018.
- Opioid Use Disorder impacts Connecticut REALTOR® members, families, neighbors and every community we serve. Connecticut REALTORS® individually have very deep roots in their communities – we're volunteer fire fighters, elected officials, PTA leaders, retired teachers and so much more. We live, work and sell our communities and this crisis hits everywhere.
- With a membership of more than 17,000 strong, CT REALTORS® has a long history of continuously working to make a difference with state advocacy efforts and community involvement. A partnership of REALTORS®, elected officials, businesses, legislators, government entities, charitable groups, neighbors and friends is necessary to change the stigma of addiction and to help save lives.
- The CT REALTORS® Board of Directors enthusiastically authorized focusing our staff, volunteer and other resources towards immediately helping this effort. In 2018, the Board authorized adding efforts towards the opioid crisis as part of our Public Policy Statement describing who we are and what we stand for.
- CT REALTORS® embrace those working on recovery – you are not alone. The stigma of addiction needs to end so treatment options can be identified and families/individuals can get the help needed.
- CT REALTORS® is partnered with the Connecticut Department of Mental Health and Addiction Services (DMHAS) and its LiveLOUD program to help address the opioid crisis in Connecticut and to help end the stigma of opioid use disorder.
- The CTR opioid awareness efforts include a 4-1/2 month media and event campaign, in partnership with iHeartMedia and WTNH, to help end the stigma of opioid use disorder. Extensive information will air on various iHeartMedia and WTNH programs. The media partners have donated considerable value – millions of dollars - towards this messaging and programming.
- "A Concert for Recovery powered by CT REALTORS®" is being held on Sunday, November 17, 2019 at the Mohegan Sun Arena. The headline artist is Keith Urban, voted Entertainer of the Year for 2019 and 2018 by the Academy of Country Music. Proceeds from the concert ticket sales will be donated by CT REALTORS® to the CT REALTORS Foundation to provide charitable grants to organizations in CT addressing the opioid crisis. The concert promotion focuses on recovery and ending the stigma of opioid use disorder.
- CT REALTORS® is seeking sponsors to join our efforts with the opioid awareness campaign, including the concert event. Any amount from \$5 to \$250,000 or more will be put to great use. If you wish to sponsor, please contact Alison@ctrealtors.com
- For more information, go to CTRecovers.com