

CT RECOVERS

BREAK THE STIGMA OF OPIOID USE DISORDER



For Immediate Release

For More Information

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Connecticut REALTORS, iHeartMedia and WTNH News 8 Help Raise More than \$600,000 to Combat Opioid Use Disorder in Connecticut

Hartford/New Haven, CT (December 12, 2019) — At least two people in Connecticut die every day from an opioid overdose. In a comprehensive effort to combat that staggering number, Connecticut REALTORS®, iHeartMedia and WTNH News 8 teamed up to raise money and build awareness to fight the stigma around Connecticut's opioid crisis. This coalition raised more than \$600,000 to help people across Connecticut get the assistance and support services they need.

As part of a multi-month, multi-platform campaign that included public service announcements and news stories, four-time GRAMMY Award Winner Keith Urban headlined an opioid awareness concert at Mohegan Sun Arena titled "A Concert for Recovery." Proceeds from the concert ticket sales to the public were donated by CT REALTORS® to the CT REALTORS® Foundation to provide charitable grants to organizations in CT addressing all aspects of the opioid crisis. In addition, Ticketmaster donated its fees associated with the concert tickets to the CTR Foundation. That combination, plus proceeds from a "text to donate" campaign totaled more than \$600,000!

"The focus of this campaign is to break the stigma associated with opioid use disorder and we are already seeing the evidence that it's working," said Michael Barbaro, chair of the CT REALTORS® Opioid Work Group. "We are hearing so many positive stories of people who are struggling that are now reaching out for help. The goal was to save lives and we are confident we are doing that."

This important campaign doesn't stop now. December 13th at 8pm, WTNH News 8 will air a one-hour special program titled CT Recovers. Viewers will learn about the warning signs of opioid use disorder, hear from families impacted by the crisis and find out how they can help find a solution. This exclusive broadcast will also include select songs from Keith Urban's "A Concert for Recovery."

"We are proud to broadcast this CT Recovers exclusive presentation," said Rich Graziano, Vice President and General Manager WTNH & WCTX TV. "Through awareness and education, we want everyone in Connecticut to start a conversation and break the stigma surrounding opioid use disorder. Thank you to the Connecticut REALTORS®, iHeartMedia, and to all those who have contributed to make this a successful campaign that will save lives in our home state."

Steve Honeycomb, President, Hartford Region, iHeartMedia Markets Group, added, "This massive campaign across media shows what we can accomplish when we all come together to tackle a crisis that rises in our communities. We hope that through these combined efforts, the conversation about opioid use disorder won't stop here, but will continue until we can stop it in its tracks."

For more information on how you can help fight Connecticut's opioid epidemic or if you would like to donate visit CTRecovers.com

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About Connecticut Association of REALTORS®

CT REALTORS® is a trade association representing over 17,300 members involved in all aspects of real estate in Connecticut.

About iHeartMedia

The iHeartMedia network of stations transmit comprehensive coverage throughout Connecticut and is comprised of: Country 92.5 WWYZ, the River 105.9 WHCN, KC 101 WKCI, the Beat 100.9, News Radio 1410 WPOP, ESPN Radio 1300, ESPN 97.9 FM and News Talk 960 WELI.

About WTNH News 8

WTNH News 8 continues to set the standard for news coverage excellence in Connecticut. News 8 provides news, weather and information around the clock through its television newscasts, WTNH.com website and through its digital and mobile platforms. WTNH News 8, an ABC affiliate, and WCTX MyTV9, a My Network affiliate, serve several hundred thousand households*.

*Comscore

About Keith Urban

Keith Urban, a four-time GRAMMY Award winner, two-time 2019 CMA Award nominee (Entertainer of the Year and Male Vocalist) and reigning CMA AND ACM Entertainer of the Year released "We Were" - on May 14th - his first new single of 2019. It comes after the 2018 release of *Graffiti U* and his acclaimed "GRAFFITI U WORLD TOUR," which played to more than a million fans in seven countries on three continents.

Graffiti U, which upon its debut hit #1 on charts in the United States, Canada and Australia, is Urban's ninth studio recording and follows one of the most successful releases of his career, 2016's *RIPCORD*. Urban's 2018 CMA nominated Album of the Year follows *RIPCORD*'s five #1's, including "Blue Ain't Your Color," which won Best Single at the 2017 CMA Awards and Favorite Country Song at the AMAs, where he also collected trophies for Favorite Country Album and Favorite Male Country Artist. He's had an album simultaneously atop the all-genre charts in the U.S., Canada and Australia twice and is the only male Country artist to have achieved the mark even once.

In 2001, the Country Music Association honored Urban with its Horizon Award; he is one of only three in history to go on to win the CMA's Male Vocalist of the Year, a title he's captured three times, and the coveted Entertainer of the Year, which he's captured twice. Besides four Grammy Awards, Urban has won thirteen Country Music Association Awards, eleven Academy of Country Music Awards, four People's Choice Awards and four American Music Awards. He is also a member of the Grand Ole Opry.

He's long supported numerous charities. His "All For The Hall" benefit concerts for the Country Music Hall of Fame and Museum© have raised over \$3.4 million. He is the first Ambassador of the CMA Foundation, is an advisory board member at the St. Jude's Children's Hospital and is a longtime supporter of The Mr. Holland's Opus Fund and The Grammy Foundation.