

Mutual Collaboration to Raise Awareness of Alcohol and Drug Addiction as a Disease and to Facilitate Positive Outcomes for Individuals Seeking Treatment and Recovery

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Alexandria, Virginia – February 6, 2011 – NAADAC, the Association for Addiction Professionals, and Chooper's Guide, the internet's most comprehensive substance abuse resource directory, announced today that Chooper's Guide has been selected as a Preferred Vendor for providing addiction treatment resources. As a result of this collaboration, NAADAC members will be offered a substantial discount on listings in Chooper's Guide. The two organizations will also work together to raise awareness of addiction as a disease, and they will share resources for education, training and advocacy for treatment and recovery solutions.

Chooper's Guide provides a customized database platform that makes it easy for users to search and compare options for treatment and recovery from addiction. In less than two years, it has become one of the top addiction-related internet portals with a national Alexa traffic ranking of 95,000 out of 78.5 million registered domains in the United States.

Chooper's Guide offers modules for news, events, articles and treatment resources and draws its primary traffic from professionals in the fields of mental health and addiction counseling, criminal justice, education, and medicine. NAADAC members have the opportunity for increased visibility with a premium listing on Chooper's Guide which includes a profile with a picture and links to attachments, including videos, publications, maps, events and other options, as well as social media integration with Facebook, Twitter and LinkedIn. To sign up for a free or premium listing, NAADAC members are encouraged to visit: www.choopersguide.com/naadac-

[members-area.html](#)

"Chooper's Guide and NAADAC share a common focus of facilitating positive outcomes for individuals seeking treatment and recovery, ultimately to save lives and families," stated NAADAC's President, Don Osborn. "We are very excited to share this powerful resource as a benefit to our members."

"With so many resources available online, finding the best information on treatment and recovery can be a daunting task," stated Cynthia Moreno Tuohy, NAADAC's Executive Director. "With its advanced database technology and beautiful design, Chooper's Guide provides easy online access to accurate and comprehensive information on treatment programs, facilities and specialists, as well as links to articles, events and numerous other addiction resources."

"NAADAC embodies the highest ethical and professional standards in the addiction treatment industry," said Tim Cheney, managing partner of Chooper's Guide. "We are honored to share our resources, and we believe that this collaboration will create valuable opportunities for NAADAC members, be beneficial to our respective organizations and the industry as a whole, and facilitate the fulfillment of our mutual mission: to help suffering addicts and alcoholics and save lives."

ABOUT ADDICTION AND SUBSTANCE ABUSE

By its simplest definition, a disease changes cells – it could be cells in a body organ or in an entire organ system. Addiction is no different. It just happens to change cells in the brain. Given that the brain controls everything we think, feel, say and do, addiction [regardless of the substance] changes the way the brain works and thus the way a person thinks, what they feel, what they say and what they do. This understanding of addiction as a brain disease has occurred in just the 21st century – thanks in large part to new brain imaging technologies, such as SPECT, PET and fMRI.

Addiction is the number one public health issue in the United States today. According to the U.S. Department of Health and Human Services Substance Abuse and Mental Health Services Administration (SAMHSA), approximately 22.1 million people aged 12 or older needed treatment for a substance use disorder in 2010. Of those 22.1 million people - almost 10% of the US population - only 2.6 million (11.2 percent of those who needed treatment) received the care that they needed.

ABOUT CHOOPER'S GUIDE

Chooper's Guide is the internet's most comprehensive substance abuse resource directory featuring advanced database search technology, treatment and provider comparison tools, events, news, articles and other resources to help addicts, alcoholics and substance abuse professionals find the right addiction treatment solutions. Chooper's Guide currently lists more than 18,000 substance abuse professionals and 13,000 treatment facilities, and serves as a valuable resource for individuals seeking recovery and their families, for the substance abuse treatment community, for the Criminal Justice system, and for the medical community.

Chooper's Guide was founded in 2010 and established as a Limited Liability Corporation (LLC) by Timothy Cheney and Adrian Hooper – both in successful long-term recovery – who wanted to help the still-suffering addicts and alcoholics find treatment and recovery. For more information on Chooper's Guide, visit: www.choopersguide.com.

ABOUT NAADAC

NAADAC, the Association for Addiction Professionals, is the largest organization for addiction-focused health care professionals. Founded in 1974, NAADAC is committed to the professional development of individuals who treat and prevent addiction. NAADAC also works to improve the provision of treatment services through education and advocacy programs.

NAADAC, the Association for Addiction Professionals, represents the professional interests of more than 75,000 addiction counselors, educators and other addiction-focused health care professionals in the United States, Canada and abroad. NAADAC's members are addiction counselors, educators and other addiction-focused health care professionals, who specialize in addiction prevention, treatment, recovery support and education. An important part of the healthcare continuum, NAADAC members and its 44 state affiliates work to create healthier individuals, families and communities through prevention, intervention, quality treatment and recovery support. For more information on NAADAC, visit www.naadac.org.