

## Centerpiece is a New NAADAC Member Rewards Program

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NAADAC, the Association for Addiction Professionals, and the Hazelden Foundation have announced a new alliance to benefit NAADAC members.

The centerpiece of the alliance is a new NAADAC member rewards program that includes a 20 percent discount on all Hazelden Publishing and Educational Services (PES) resources. This is the highest non-volume related discount Hazelden offers.

The alliance will also make it possible for NAADAC members to receive exclusive offers and promotions on PES resources at NAADAC regional and national conferences.

"Hazelden and NAADAC have enjoyed a long friendship and have operated in mutual support of each other for many years, but this is the first time we have formalized our alliance," Nick Motu, Hazelden PES publisher and vice president, said. "We both recognize that as leading organizations in the alcohol and drug treatment field, we have a responsibility to work together to provide information, resources, and encouragement to treatment professionals."

"This is an exciting new benefit that we are pleased to bring to our members," NAADAC President Roger A. Curtiss said. "Our alliance and these discounts are designed to help frontline counselors be more successful and effective in their everyday work, and that is what NAADAC is all about."

NAADAC is the largest national organization for addiction-focused health care professionals. Founded in 1974, NAADAC has 13,000 members. Hazelden, headquartered in Center City, Minn., is a non-profit organization providing high quality, affordable addiction treatment, education, publishing and research for more than 50 years.

Future benefits of the Hazelden-NAADAC alliance may include advance product announcements, access to product and services experts, free training on Hazelden products, state-level conference and event support, and a NAADAC-only section of the Hazelden website.

"We want professionals in this business to know how important their work is, to help them

gather the tools that are available to support them, and to become a comprehensive resource they can trust," Motu said.

NAADAC is working regularly to upgrade the benefits and services it provides to association members.

"We are always looking for ways to provide our members with quality products and services," Curtiss said. "This is just the latest in a series of good reasons to be a NAADAC member, to renew your membership, or establish a new membership for yourself or your organization."