



STRONGER THAN ADDICTION

FOR PLANNING PURPOSES

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Shatterproof Hosts First-Ever Public Rappel From Dallas' Iconic Reunion Tower

Hundreds of Supporters Expected to Participate and Raise Funds to End the Stigma of Addiction

DALLAS, TX (May 13, 2016) – [Shatterproof](#), a nonprofit focused on ending addiction, will host its first-ever public rappel off of the iconic Reunion Tower in Dallas on Saturday, May 21.

Individuals will have the rare opportunity to rappel 50-stories off of the Reunion Tower or 10-stories from the Hyatt Regency Dallas. About 100 people are expected to rappel, alongside hundreds of supporters at the site to raise awareness of today's opioid epidemic and change the conversation about addiction.

There will be a "Meet Shatterproof" presentation at the Reunion Tower at 10 AM CT with Shatterproof CEO Gary Mendell, donors, ambassadors and special guests including Brian Cuban, Kirk Rimer and representatives from Cigna.

The goal of the event is to raise funds to enable Shatterproof to develop and support effective, evidence-based addiction prevention, treatment and recovery programs. It is the launch of the third annual **Shatterproof Challenge Rappel**, a series of rappelling events across major cities. Last year's Challenge series raised over \$2 million.

What: Rappelling from the Reunion Tower and Hyatt Regency Dallas

When: Saturday, May 21 beginning at 9:00 a.m. thru 4:00 p.m.

Where: Reunion Tower (300 Reunion Blvd E.) and Hyatt Regency Dallas (300 Reunion Blvd.)

Who: To rappel, members of the public must register online at RappelDallas.org.

This event is open to the public.



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If you would like to coordinate an interview with a Shatterproof representative or participant prior to next week's event, please reach out to Stephanie Reichin at sreichin@skdknick.com.

To learn more about the Shatterproof Challenge Rappel and register for the Dallas rappel, please visit RappelDallas.org.

About Gary Mendell:

Gary Mendell is the founder and CEO of Shatterproof. Mr. Mendell founded Shatterproof to spare others the tragedy his family suffered with the death of his son Brian, who lost his battle with addiction in 2011. Mr. Mendell is the founder and former CEO of HEI Hotels & Resort and the former president of Starwood Lodging Trust.

About Shatterproof:

Shatterproof is a national organization committed to protecting loved ones from addiction to illicit and prescription drugs, and alcohol, and ending the stigma and suffering of those affected by this disease. Shatterproof provides information and resources for those living with addiction and their families, enabling powerful new evidence-based approaches to prevention, treatment and recovery, and takes the issue to the steps of Capitol Hill.

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