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FOR PLANNING PURPOSES

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Policymakers, Parents, Advocates, Members of the Recovery Community to Rappel Off Washington’s Lafayette Tower on June 24 to Show Support for Ending Addiction Crisis

*Nonprofit Shatterproof to bring together business leaders, advocates, bipartisan group
of lawmakers in annual fundraising event*

May 3, 2016 (Washington D.C.) – Shatterproof, a nonprofit focused on ending addiction, announced today it will host a public rappel off the 12-story Lafayette Tower, just steps from the White House, on Friday, June 24. The fundraiser will bring new attention to the opioid epidemic, which kills 30,000 Americans every year.

It is part of the third annual **Shatterproof Challenge Rappel**, a series of rappel events across major cities with hundreds of participants. This year’s Challenge will kick-off in Dallas on May 21 and will continue nationwide. Last year’s Challenge series raised over \$2 million.

Politicians on both sides of the aisle have made combating this crisis a priority. The Shatterproof Challenge Rappel will showcase the devastating effect that addiction has on our loved ones, and how important it is for Congress to take decisive action.

“The Shatterproof Challenge Rappel brings people together to conquer their fears,” said Shatterproof founder and CEO Gary Mendell. “The hardest step in recovery is the first one – just like in a rappel. After that, it’s one step at a time until you’ve safely hit the ground surrounded by friends and family.”

What: Rappelling from the Lafayette Tower

When: Friday, June 24 beginning at 9:00 a.m. thru 4:00 p.m.

Where: 801 17th Street NW

Who: **Gary Mendell**, founder and CEO, Shatterproof (founder, former CEO, HEI Hotels & Resort)
100 rappelling participants with personal stories of addiction
100+ policymakers, community members, business leaders, advocates

This event is open to the public.

****To request an interview prior to the event with Shatterproof leadership or select participants with personal stories of addiction, contact Anna McGrath at amcgrath@skdknick.com.***

To register to rappel, visit www.RappelDC.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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