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## **Shatterproof Announces Launch of New National Walk/Run Series to Build Community and Erase Stigma of Addiction**

*Walk events to reach even broader audience of families after success of Shatterproof Challenge Rappel events nationwide*

**New York (July 27, 2016)**-Today, Shatterproof – a national non-profit dedicated to reducing the devastation addiction causes to families and the unjust stigma associated with this disease – announced a new series of community-building 5k events commencing next year. Additional details will be announced in the coming months.

Shatterproof has held a successful series of rappelling events in cities across the country the past three years, including in Dallas, Los Angeles, and Washington, D.C., as part of the **Shatterproof Challenge Rappel**. Participants whose lives have been touched by addiction have joined together to reduce the stigma associated with addiction and to raise important funds to support advocacy and resources for addiction prevention, treatment and recovery.

“We have been overwhelmed by the tremendous response we received from the communities where we’ve hosted our rappelling series, and from cities we’ve not yet had the opportunity to visit,” said Gary Mendell, founder and CEO of Shatterproof. “All year long we have been inspired by the need, the drive and the focus on eradicating stigma and stopping this epidemic.”

On the heels of the Hartford rappelling event on Wednesday, in which more than 130 people participated, Shatterproof will expand the scope and accessibility of its community-building events.

“We have already reached thousands of families—but we’ve barely scratched the surface of what our communities, our families and our ambassadors need, and are thrilled to announce our new 5k walk/run series. In the same spirit of rappelling, these events are about lifting each other up, and erasing the terrible stigma of addiction. We are very excited to continue our strong rappelling series and introduce a new 5k walk/run series to unite families across our country.”

**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 & Resorts and the former president of Starwood Lodging Trust.

**About Shatterproof:**

Shatterproof is a national non-profit dedicated to reducing the devastation that addiction to prescription drugs, illicit drugs, and alcohol cause to families, and ending the stigma 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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