



national association of addiction treatment providers

PRESS RELEASE

The National Association of Addiction Treatment Providers (NAATP) to present the prestigious Nelson J. Bradley, M.D. life time achievement award at 2003 Annual Conference

President Gerald R. Ford and Mrs. Betty Ford to receive the 2003 award on May 19, 2003

Lancaster, PA, March 24,, 2003: In 1983, a young but rapidly emerging organization recognized Nelson J. Bradley, M.D. with its first annual outstanding achievement award. Dr. Bradley participated and led the pioneering activities in Minnesota that resulted in a multi-disciplinary approach to treating persons with alcoholism and the recognition of alcoholism as a treatable disease. Through his early efforts treatment models were developed which have been modified, but are still in place today.

Shortly after presenting Dr. Bradley with this award, Dr. Bradley died and the award was named in honor of Dr. Bradley and his leadership in the field of addiction treatment. Since that time, 20 individuals have received this award.

The 2003 NAATP annual conference will mark the 25th anniversary celebration of this association and the recipients of this 25th anniversary presentation will be President Gerald R. Ford and Mrs. Betty Ford. This special presentation of the Nelson J. Bradley award will be part of the May 19, 2003 luncheon events at the Esmeralda Renaissance Hotel in Indian Wells, CA where the 25th anniversary celebration and 2003 annual conference will be held, May 17-20, 2003.

Throughout the past twenty years. Mrs. Betty Ford has been a tireless advocate for recognizing addiction as a disease and to providing quality treatment for persons diagnosed with the disease. The treatment center that bears her name, The Betty Ford Center, recently celebrated its 20th anniversary. In 1986 Mrs. Ford addressed the NAATP annual meeting and challenged those in attendance, "We still have a long way to go, but after centuries of denial and heads-in-the sand attitudes, it's great to be where we are today".

Along with her husband President Gerald Ford, the Fords have worked in some of the most visible ways and at the same time have worked behind the scenes to reduce the stigma associated with seeking treatment for alcoholism and other drug addictions. Their own very personal story has been an inspiration to untold multitudes as they seek to identify their disease and then receive treatment. The Ford's will receive the Bradley award at the beginning of the luncheon scheduled for noon on May 19, 2003.



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Mr. Scott Munson, the Chair of the NAATP Board of Directors and Executive Director of Sundown M Ranch in Yakima, WA summarized the Board's feelings when he said: "For the past twenty years, few names have been as visible and few persons have been as consistent in their passion for speaking about the disease of alcoholism and other drug addictions. The work and dedication of President and Mrs. Ford has been an inspiration to our organization and to untold numbers of individuals seeking treatment. The voice of President and Mrs. Ford has been extremely valuable at the national level as policy continues to be shaped around the recognition of this disease of epidemic proportions and a coherent plan to provide and fund treatment. It is a privilege for the National Association of Addiction Treatment Providers to present this award in 2003 to President Gerald R Ford and Mrs. Betty Ford." The intention of this annual award is to recognize the life long achievements of individuals and to preserve the memory of the many contributions to modern addiction treatment that Dr. Bradley so generously shared with the addiction treatment field.

The National Association of Addiction Treatment Providers is a trade association representing over 225 of the best known providers of addiction treatment both in this country and internationally. The National Association of Addiction Treatment Providers' office and executive Dr. Ronald J. Hunsicker are located in Lancaster, PA and NAATP is governed by a Board of Directors from across the country. Additional information on this award or on the work of the National Association of Addiction Treatment Providers may be obtained by contacting the NAATP office at 717-392-8480.