

Press Release

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run,jane,run...One Weekend...Something for Everyone!

run,jane,run celebrates the 20th annual sports festival August 15th – 17th featuring a women's golf tournament at Briarwood Golf Club in Broadview Heights, co-ed volleyball tournaments at Caddyshak in Hinckley and the final event is a 10k and 5k run at Edgewater Park. The proceeds of **run,jane,run** benefit the Women's Center of Greater Cleveland and is sponsored by the Alcohol and Drug Addiction Services Board of Cuyahoga County, The Huntington Bank, KeyBanc Capital Markets, The MetroHealth System, Pricewaterhouse Cooper, PolyOne, The Sherwin – Williams Company and Ulmer & Berne LLC .

run,jane,run provides a supportive atmosphere for athletes ranging in age from 7 years to 7 decades. For the first time competitor hoping to finish with dignity and for the serious athlete whose goal is nothing short of victory, **run,jane,run** offers top-flight amateur competition. **run,jane,run** is a unique event that draws amateur competitors from throughout Northeast Ohio to compete individually or as a team in one or more of the events. Throughout the weekend it is expected that 1,000 individuals will compete in one or more of the events to raise an anticipated \$75,000.

The name **run,jane,run** comes from the elementary school readers that would exclaim, “run, dick, run!” leaving Jane to sit and watch from the sidelines. Today, Jane plays golf, volleyball, and runs alongside of Dick!

run,jane,run serves as the largest fundraising event to support the programs and services of the Women's Center. The Women's Center is a State certified outpatient drug and alcohol treatment facility for women and their children to seek receive treatment services. For many women treatment, is their last hope, this was the case for Paula. Paula began experimenting with alcohol and marijuana when she was a teenager with her mother. She dropped out of school at the age of sixteen. Having been victimized by her stepfather, Paula left home

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at the age of 17. She drifted through a series of violent relationships. At the age of 19, her first child was born positive for cocaine. The Department of Child Protective Services filed for custody of the newborn. The Women's Center is Paula's third treatment experience. She is in the process of reuniting with her three year old son. Paula has acquired her own apartment and full-time employment with the future goal of securing her GED and going to nursing school. Paula is one of nearly 425 women that enter the Women's Center of Greater Cleveland seeking healing, recovery and reunification of their families.

The return on the investment of drug and alcohol treatment is significant. In 2007, twenty-two (22) babies were born to clients of the program. According to the Ohio Department of Alcohol and Drug Addiction Services, for each baby born positive with a controlled substance, that child suffers in excess of \$470,000 in medical expenses through that child's fifth year of life resulting in a savings of an astonishing \$10,810,000 to the State Medicaid system. Furthermore, according to NIDA, the latest estimate for the costs to society of illicit drug abuse alone is \$181 billion (2002). When combined with alcohol and tobacco costs, they exceed \$500 billion including healthcare, criminal justice, and lost productivity. Successful drug abuse treatment can help reduce this cost; crime; and the spread of HIV/AIDS, hepatitis, and other infectious diseases. It is estimated that for every dollar spent on addiction treatment programs, there is a \$4 to \$7 reduction in the cost of drug-related crimes. With some outpatient programs, total savings can exceed costs by a ratio of 12:1

The mission of The Women's Center is to, "*provide opportunities for women to take greater control over their lives – physically, emotionally, and economically.*" The Women's Center provides the following programs and services:

- Morning, afternoon and evening intensive outpatient substance abuse treatment services for medically indigent women;
- Childcare services for mothers engaged in treatment services;
- Parenting classes and family violence counseling;
- Family counseling emphasizing reunification of the family unit.

The Women's Center of Greater Cleveland
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For more information please visit our website at www.womensctr.org or call 216-651-1450.

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