

Buy a Shirt, Fund a Future: Banyan Treatment Center Launches First-Ever Clothing Line that Benefits Addiction Recovery Scholarships in Florida and Nationwide

Boca Raton, FL 7/18/19 – Addiction among Americans has become widespread in recent years that it is now labeled a nation-wide epidemic. 19.7 million American adults battled a substance use disorder in 2017, according to the National Survey on Drug Use and Health. Sadly, only one in ten of these adults will receive the treatment they need to recover. More than 70,000 Americans died of drug overdoses in 2017, according to the National Institute on Drug Abuse. In order to prevent more deaths, it is imperative that those suffering from addiction receive the treatment they desperately need. In response, Banyan Treatment Center launched Banyan Cares, a clothing line that gives 100% of proceeds to the organization's Roots to Recovery Scholarship program, providing addiction treatment to those who cannot afford it at absolutely no cost.

The high costs associated with rehab programs, as well as lack of insurance, are major factors in why many adults do not receive treatment. Banyan Treatment Center launched the Roots to Recovery scholarship in 2018 and has given 213 scholarships since the inception. The Banyan Cares clothing line helps fund this scholarship program. It is an online store selling T-shirts, hats and candles, each with unique designs that symbolize a different meaning of addiction recovery.

“The Banyan Cares shop is a way for people to wear fashionable clothing while helping to save lives. Each person who shops at Banyan Cares is essentially funding a second chance at life for someone else. At Banyan, we believe that everybody deserves a chance at recovery, regardless of their financial status,” said Alyssa Valentin, Director of Digital Marketing at Banyan.



Former MTV star and *New York Times* bestselling author Brandon Novak helped launch the Roots to Recovery program in 2018 and serves as the face of the Banyan Cares initiative. Novak, a former professional skater, uses his own experience with recovery to help others in need. He currently works as a Community Outreach Coordinator at Banyan, spreading a message of hope and recovery to those who are struggling with addiction.

To view the Banyan Cares fashion line visit: <https://www.banyantreatmentcenter.com/shop/>

About Banyan:

Banyan Treatment Center is Joint Commissioned Accredited and stands as a leader in the treatment industry providing quality drug addiction and mental health services. Banyan has 10 locations across the country in Philadelphia, PA, Laurel Run, PA, Boston, MA, Chicago, IL, Boca Raton, FL, Pompano Beach, FL and Stuart, FL, Lake Worth, FL and Palm Beach Shores, FL. Banyan provides a full continuum of care including medically managed detox, residential, partial hospitalization, outpatient and alumni services. For more information visit www.BanyanTreatmentCenter.com.