



Public Health
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Frederick County Health Department

News Release

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FOR IMMEDIATE RELEASE:

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FREDERICK COUNTY GOES PURPLE

FREDERICK, MD – Frederick County will observe National Recovery Month this September by launching Frederick County Goes Purple. Frederick County Goes Purple is a massive grassroots call-to-action to unify our Frederick County community and reduce substance-related deaths and overdoses. According to the Frederick County Sheriff's Office, there were 279 non-fatal and 55 fatal opioid-related overdoses in Frederick County in 2018.

Frederick County Goes Purple is a partnership between the nonprofit organization crossedBRIDGES, Frederick County Government, Frederick County Chamber of Commerce, Frederick County Health Department, Frederick County Public Schools, Frederick County Sheriff's Office, Frederick County Municipalities, community organizations, private businesses, and individual community members.

There are three Key Messages promoted by the campaign:

1. **WE CARE** - Frederick County supports those who struggle with addiction and their loved ones.
2. **HOPE/HELP IS HERE** - The Frederick County community offers hope and resources.
3. **LET'S TALK** - We invest in the youth of Frederick County through prevention education.

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The kick-off event will take place Saturday, September 7th with a National Recovery Month Proclamation by Frederick County Executive Jan Gardner and Health Officer Dr. Barbara Brookmyer at Carroll Creek Linear Park.

Additional events will occur throughout September, including:

- September 5th Recovery's Got Talent show in Baker Park
- September 10th viewing of Conrad Weaver's documentary Heroin's Grip at Frederick High School
- September 14th Hot Rod Car Show at Nymeo Field at Harry Grove Stadium
- September 28th Music is Medicine's Third Annual Hope for Change Fest

Music is Medicine founder Chasity Fox, a recovery advocate whose brother Richard "RJ" Holmes died from a heroin overdose, started the Hope for Change Fest because, "Music brings people together, no matter your skin color, your sex, no matter what. I wanted to have a music venue, and I wanted to honor my brother, because he was a musician."

The entire community is encouraged to "Go Purple" this September and throughout the year to bring awareness and understanding of mental health and substance use disorders, and to celebrate those living in recovery.

Individuals, families, community-based organizations, schools and businesses can "Go Purple" by wearing purple shirts, decorating their homes and workplaces in purple, displaying Frederick County Goes Purple banners, distributing brochures, and organizing prevention and recovery events. Key Messages can be shared on websites and social media with the hashtag #FrederickCountyGoesPurple.

For additional information about Frederick County Goes Purple, visit the Frederick County Goes Purple website at www.FrederickCountyGoesPurple.com and the Frederick County Goes Purple facebook page at www.facebook.com/frederickcountygoespurple. For questions about how to get involved, contact Jonathan Switzer, co-founder of crossedBRIDGES, or Santita Prather, Recovery Services Manager at the Health Department, at FrederickCountyGoesPurple@gmail.com.

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