



**Contact:**

Sara Desautel  
Desautel Hege Communications  
(509) 444-2350  
[sarad@desautelhege.com](mailto:sarad@desautelhege.com)

**FOR IMMEDIATE RELEASE**

**FORMER NBA STAR TO GIVE TWO INSPIRATIONAL TALKS TO KICK OFF HOOPFEST WEEKEND**

*ESPN's "Unguarded" documentary subject to speak about his struggle with and triumph over addiction*

**June 13, 2012 (Spokane, Washington)** – Join the Healing Lodge of the Seven Nations and Hoopfest in welcoming former professional basketball player, Emmy-nominated ESPN “30 for 30” documentary subject, motivational speaker and author, Chris Herren, to Spokane June 28-29.

Chris’ inspirational message includes his personal struggle with addiction, journey to recovery, and his work establishing his non-profit, The Herren Project, and Project Purple, an anti-substance abuse initiative launched to break the stigma of addiction, bring awareness to the dangers of substance abuse and shed light on effective treatment practices.

All Spokane area community members are invited to attend this event, especially youth ages 8 - 18-years-old. We also encourage those struggling with addiction to come listen to Chris' journey.

**Unguarded: A Journey from Addiction to Sobriety with Chris Herren**

Thursday, June 28th, 2012

7:00 p.m.

Hoopfest Nike Center Court, Riverfront Park in Downtown Spokane

FREE for all to attend

**Empowering Our Youth Fundraising Breakfast**

Friday, June 29, 2012

7:00 a.m. – 10:00 a.m.

Northern Quest Resort & Casino, 100 N Hayford Rd., Airway Heights, WA

Tickets can be purchased at <http://HealingLodgeEvents.com>.

Friday’s event will include breakfast and a live auction. Herren will be keynote speaker. All proceeds from Friday’s event will go to The Healing Lodge of the Seven Nations to support the Addiction Prevention Program endorsed by Nike N7.

**For more information on either of these events and to purchase tickets for Friday’s breakfast go to <http://HealingLodgeEvents.com>.**

**About Chris Herren:**

Chris Herren is a former NBA Basketball player, an author and motivational speaker. He was drafted in the 2nd round of the 1999 NBA draft by the Denver Nuggets, and after one year was traded to the Boston Celtics in 2000. Herren struggled with substance abuse for much of his basketball career, and has been alcohol and drug-free since August 1, 2008. Since then he has refocused his life to put his sobriety and family above all else. For more information on Chris visit [www.theherrenproject.org](http://www.theherrenproject.org).

**About The Healing Lodge of the Seven Nations:**

*The Healing Lodge of the Seven Nations is a 45-bed adolescent (ages 13-17) residential chemical dependency treatment center funded by Indian Health Services and the State of Washington. Services at The Healing Lodge are primarily focused for the Native American population, but services are open to all adolescents. Services are available to both males and females for an approximately 90 to 120 day treatment program designed around the individual youth's needs.*

**About Hoopfest:**

*Spokane Hoopfest Association is committed to organizing and operating the best outdoor 3-on-3 basketball tournament in the country. With the effort and enthusiasm of thousands of volunteers, Hoopfest strives to create a dynamic downtown festival, transcending basketball through the celebration of athleticism, fair play and community involvement. Spokane Hoopfest Association also provides charitable support through distribution of profits to Special Olympics and basketball-related activities.*

**About The Herren Project:**

*The mission of The Herren Project is to provide assistance in taking the first steps toward recovery and a life of sobriety, including effective treatment, educational programs and resources to increase awareness on the signs of addiction and bring hope for a better tomorrow.*

For more information on this Speaker/Performer please visit [www.apbspeakers.com](http://www.apbspeakers.com).

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