

AVENTA CAPITAL CAMPAIGN KICKS OFF A 'Real Gem'

Calgary, Alberta
November 19, 2002

CALGARY: The official Capital Campaign for Aventa Addiction Treatment Centre for Women was launched today at its current residential treatment facility.

Since 1971, women with addictions have been able to turn to Aventa. During that time, Aventa has helped more than 15,000 women and their families. It is the only agency in Western Canada that provides alcohol, drug, and gambling addiction treatment services exclusively to women on an outpatient and residential basis.

Aventa's success has led to an ever-increasing demand for service. "Over 60 percent of the women who attend Aventa are pregnant or parenting single women", states Cathy Wood, Executive Director of Aventa, "In the past two years Aventa has admitted 74 pregnant women, and with them 74 unborn children. Fetal Alcohol Syndrome (FAS) is a permanent disability caused by drinking alcohol while pregnant. The estimated cost of providing life-long support to a child affected by FAS is \$1.5 million. We know that with education and early intervention, these costs can be avoided."

"Our campaign goal is to raise a total of \$5 million to purchase and renovate a new treatment facility that will house 34 treatment beds, a 100% increase from the sixteen 16 beds currently in use today" states Leann Hackman-Carty, who Co-Chairs the Capital Campaign with Debra Mauro "The new facility will also have the first gender-specific crisis stabilization room exclusively for women in Western Canada, with six more beds".

Using gemstones as the basis of its sponsorship categories, the campaign is called A Real Gem. Aventa has already raised \$2.1 million towards its goal, which includes a donation of \$750,000 from an Anonymous Donor that requires matching funds from corporate and individual donors.

For more information on Aventa's capital campaign contact Kim Turgeon, Director of Development at 245-9050, or access Aventa's website at www.Aventa.org.