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TOUR DE CAUSE

FOR IMMEDIATE RELEASE BICYCLE TOUR BENEFITS OPIATE TREATMENT AND AWARENESS

Lancaster, Ohio – July 14, 2010 -

The aim of the Tour de Cause is to raise funds for opiate awareness and treatment in Fairfield County. Tour de Cause Chairman Ron Burris expects almost 300 bicyclists to participate in the July 17th cycling event. There are four courses available for prospective riders that range from 10 miles to 100 miles. According to Burris, the goal is to encourage bicyclists of all ages and fitness levels to participate in this important fundraising and awareness event. Riders from all over central Ohio are expected.

Registration opens at Ohio University-Lancaster at 7:00 a.m. Lancaster Mayor Dave Smith will open the event at 7:20 a.m. The 100 mile riders depart at 7:30 a.m.; the 62 mile riders will depart at 8:30 a.m.; the 35 mile riders will depart at 9:30 a.m.; and the 10 mile riders will depart with a police escort at 10:30 a.m. For more information go to www.tourdecause.org.

Important Opiate Facts - Drug overdoses claimed 1,458 Ohio lives in 2008. This exceeded automobile deaths and was the number one cause of accidental death in Ohio.

Heroin use among adolescents and young adults starts with the abuse of prescription opiates like Oxycontin and Vicodin. The 2008 Fairfield County Youth Survey reveals that 23% of all 12th graders had used someone else's prescription drug at some point in their life and that 7% of seniors had used illegal prescription drugs within the past month.

Between 2002 and 2008 there was a 775% increase in the number of persons seeking treatment for heroin and opiate addiction in Fairfield County.

The Fairfield County Sheriff's office estimates that 52% of all 2008 jail days were accounted for by heroin and opiate addicts. The cumulative cost of these days to the taxpayers of Fairfield County was \$2.5 million.

In May of 2009, 67% of all persons in treatment for substance abuse disorders in Fairfield County were there for opiate and heroin addiction.