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ENTERTAINMENT GETS REAL ABOUT SUBSTANCE USE RECOVERY & MENTAL WELLNESS WITH 19th ANNUAL PRISM AWARDS HONORS FOR CBS, LIFETIME, ABC, NBC, FX, ESPN, Nickelodeon

Mira Sorvino, Macy Gray, Katie Cassidy, Stacy Keach, "Elementary," "Blue Bloods," "Parenthood," "Mom," "Louie," "Still Alice," "Chicago Fire" among top awards

Los Angeles, CA (July 16, 2015) – The Entertainment Industries Council (EIC) announced the winners for the *19th Annual PRISM Awards* today at a star-studded ceremony in Los Angeles. The *PRISM Awards* honor TV, movie, music, online, and comic book entertainment that accurately depicts substance use disorders, treatment and recovery, as well as mental health issues. The awards are presented in partnership with FX Network.

Michael Botticelli, Director of the White House Office of National Drug Control Policy (ONDCP) was a spotlight speaker at the event. He also met with a group of entertainment personalities and executives that have had direct experience in addressing substance use concerns as related to the messages that the industry conveys to audiences, and in some instances their personal lives. Representatives from the music, television, movie, and theater businesses learned more about the prescription drug and heroin epidemic facing many communities and the latest advances in prevention and treatment.

"The entertainment and media industries can play a vital role in helping the public understand that a substance use disorder is a disease, which can be prevented and treated and from which recovery is possible," said ONDCP Director Botticelli, who is himself in long-term recovery. "It was great to see first-hand the commitment of so many in the entertainment industry to accurately portray these issues, which affect so many families and communities."

In the Feature Film category, the winner was ***Still Alice***. The feature film performance award went to **Mira Sorvino** for her role in *Perfect Sisters*. For Comedy Series, there was a tie with an episode of ***Louie*** and an episode of ***Mom*** both taking home the award. In the area of Drama Multi-Episode Storylines, awards went to ***Elementary*** (CBS) for the substance use category and ***Chicago Fire*** (NBC) for the mental health category. This was *Elementary's* third consecutive win. Drama episode awards went to episodes of ***Blue Bloods*** (CBS) for mental health and ***Major Crimes*** (TNT) for substance use. Performance winner for drama series was **Katie Cassidy** of *Arrow* (CW).

Actor **Stacy Keach** took home the first-ever *PRISM* for Fiction or Non-Fiction Book for his autobiography ***All in All. The Grim Sleeper*** (Lifetime) earned the *PRISM Award* for TV

Movie or Miniseries. Receiving Performance in a TV Movie for her role in *Grimm Sleeper* was **Macy Gray**. For daytime drama series, honors went to *Days of Our Lives* (NBC), which this year won its fifth *PRISM*. In the Teen or Children's Program arena, the winner was a story arc on *Degrassi* (TeenNick). *Last Chance High* was honored for Original Internet Program. Documentary winners were *Glenn Campbell: I'll Be Me* for mental health, and an episode of *E:60* (ESPN) for substance use. Unscripted Non-Fiction went to *Extreme Weight Loss* (ABC).

Talk Show Episode went to *Dr. Drew On Call* (HLN). Dr. Drew Pinsky accepted the award while on the air on KABC during his live mid-day radio show which airs during the ceremony. When the winner was announced on stage at the ceremony, the presenter called in to Dr. Drew's show to tell him he had won. Also announced at the event is that next year will see the launch of a new *PRISM* category for Journalism.

EIC President and CEO Brian Dyak presented the EIC President's Award to the recently concluded NBC series *Parenthood*. On hand to accept the award was series creator **Jason Katims**, as well as co-star **Max Burkholder** who plays Max Braverman on the show. "Among the issues *Parenthood* addressed are Asperger's, addiction and recovery, cancer, and the reintegration of returning veterans into civilian life. Addressing these complicated health concerns in an accurate way is a service that *Parenthood* provided to millions of viewers, creating an important dialog that barely existed before the show was created," said Dyak in his presentation.

Additional attendees included **Tony Denison** (*Major Crimes*), **Mariette Hartley** (Emmy winner), **Kate Linder** (*The Young & the Restless*); **Alison Haislip** (*Battlebots*), **Mackenzie Phillips** (*Girl on the Edge*), **Adrian Pasdar** (*Agents of SHIELD*), **Chris Powell** and **Heidi Powell** (*Extreme Weight Loss*), radio personality **Shadoe Stevens**, **Ed Asner** (*Up*), **Jason Wahler** (*The Hills*), **Mel B** (*America's Got Talent*), **Nigel Lythgoe** (*So You Think You Can Dance*), **Mary Elizabeth Ellis** (*The Grinder*), **Tom Papa** (*Boom!*), **Molly McGrath** (*Battlebots*), **Jessica Sula** and **Sebastian de Souza** (*Recovery Road*), **Sharon Lawrence** (*Rizzoli & Isles*), **Linda Gray** (*Dallas*), **Tommy Davidson** (*Black Dynamite*), **Jen Lilley** and **Eric Martsoff** (*Days of Our Lives*), **Carla Gonzalez** (Ms. North America Universe) and **Phillip P. Keene**, **Ever Carradine**, **Keiran Giovanni**, and **Graham Patrick Martin** (*Major Crimes*), as well as writers and producers from the many productions that were honored. Among them was **Chuck Lorre** (executive producer/co-creator, *Mom*), **Gemma Baker** (supervising producer/co-creator, *Mom*), **James Duff** (executive producer, *Major Crimes*), **Wash Westmoreland** (co-director/co-writer, *Still Alice*), **Stan Brooks** (director/executive producer, *The Grim Sleeper*), and **James Keach** (director/producer, *Glenn Campbell: I'll Be Me*).

Among networks, **CBS** and **NBC** came out on top with 3 wins each, followed by **Lifetime** with 2, and **ABC**, **FX**, **TNT**, **CW**, **ESPN**, **HLN**, **mtvU** and **TeenNick** with 1 apiece. **Warner Bros.** took the number one slot among studios with 3 wins, followed by CBS, Universal and Sony with 2 each.

The Nomination Review Committee of over 80 representatives of both the entertainment industry and health field, selected the winners from over 300 productions submitted, according to Brian Dyak, President and CEO of EIC.

The *PRISM Showcase*, hosted by Dr. Drew Pinsky and highlighting the winners in a magazine-style show, will air nationally on flagship airing partner FX Network in September during National Recovery Month, followed by additional cable, broadcast, video on-demand and web streaming outlets over a six month window. Additional interviews and exclusive behind-the-scenes footage will be made available following the ceremony on EICnetwork.tv.

For a complete list of winners, go to www.prismawards.com/2015winners.

About Entertainment Industries Council

EIC is a non-profit organization founded in 1983 by leaders within the entertainment industry to bring the power and influence of the industry to communicate about health and social issues. The organization is considered to be the chief pioneer of entertainment and journalism outreach and a premiere success story in the field of entertainment education. This mission relies on providing resource information to the creative community and culminates in recognition of the industry through the national television special *PRISM Showcase* which addresses accurate portrayals of substance use issues and mental health concerns. The organization also produces the *SET Awards*, honoring positive and non-stereotypical portrayals of science, engineering and technology. For a complete list of health and social issues addressed by EIC and local projects please visit *First Draft* and EIC's website. EIC's web site is www.eiconline.org. The *PRISM Awards* web site is www.prismawards.com. The *SET Awards* web site is www.eicsetawards.com EICnetwork.tv is the internet television network.

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