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Michael Clayton, GEORGIA RULE, The Simpsons, Grey's Anatomy, ER, The View, The Sopranos Receive TOP HONORS AT THE 12th Annual PRISM Awards James Denton, Casey Affleck, Sally Field, Dave Annable, Ben Vereen, Jennie Garth & Andrea Bowen also receive honors Television's Dr. Drew Receives Larry Stewart Leadership Award

LOS ANGELES, April 24, 2008 – The winners of the 12th Annual PRISM Awards were announced tonight at a gala dinner at the Beverly Hills Hotel. These awards, presented by the Entertainment Industries Council, Inc. (EIC), in collaboration with the Substance Abuse and Mental Health Services Administration (SAMHSA) and FX Network, reflect the entertainment industry’s commitment to the accurate depiction of addiction and health issues in film, television, music, comic books and interactive entertainment.

The feature film Michael Clayton received the "Bipolar Disorder Depiction Award"; the Universal Pictures/Morgan Creek production, Georgia Rule, won in the "Feature Film - Wide Release" category; and You Kill Me produced by IFC Films/Code Entertainment/Baum Echo Lake Rosenman Productions/Bipolar Productions, received the award in the "Feature Film – Limited Release" category. Fox Television’s The Simpsons was honored in the "TV Comedy Series Episode"; ABC’s Grey’s Anatomy received the award for "Drama Series Episode." NBC’s ER got the "Drama Series Multi-Episode Storyline" award; ABC’s One Life to Live received a PRISM Award for the "Daytime Drama Storyline" category; and ABC’s The View got the award for "Talk Show Episode". CBS was recognized for its "Outstanding Public Service Project," CBS Cares, while HBO won the "Mental Health Depiction Award" for The Sopranos. James Denton, from Desperate Housewives, won in the "Performance in a Comedy Series" category (presented by House star Hugh Laurie); Academy Award® nominee Casey Affleck won "Performance in a Feature Film" for Gone Baby Gone; Sally Field and Dave Annable were recognized in the Performance in a "Drama Series Multi-Episode Storyline" category for Brothers and Sisters; Ben Vereen won in the "Performance in a Drama Series Episode" category for Grey’s Anatomy; and Jennie Garth and Andrea Bowen won in the "Performance in a TV Movie or Miniseries" category for Girl Positive.

"With over 440 entries, this year’s PRISM Awards is a significant statement from the entertainment industry as we reach audiences to provide accurate information about health and social issues. Not only is our industry working to put forth accurate messages through creative stories, but we are also providing powerful messengers through the actors' characterizations. Entertainment companies are taking their corporate citizenship very seriously as we work to address tough health and social issues that affect the public" said EIC President & CEO Brian Dyak.
"Today, accurate media portrayals of recovery among those suffering from addiction and mental illness offer realistic hope to people with these illnesses as well as to their friends and loved ones. By spreading the truth about recovery and the benefits it holds for all members of our society, the entertainment industry has been a very effective force for positive change," said Terry Cline, Ph.D, SAMSHA Administrator.

A highlight of the evening was the presentation of the prestigious Larry Stewart Leadership & Inspiration Award to Dr. Drew Pinsky by EIC President & CEO Brian Dyak and Board Director Michele Lee. The award, which is presented for leadership and inspiration by example, reflects Dr. Drew's long history in addressing issues of drug and alcohol addiction in various radio and television programs. The Larry Stewart Award was presented to Dr. Drew Pinsky for leadership and inspiration to his industry peers and colleagues by example with respect to substance abuse and mental health issues. In January of this year, he and VH1 teamed up for the first reality series on television to depict the process of overcoming addiction.

Celebrity Rehab with Dr. Drew and Celebrity Rehab Reunion pulled back the veil of secrecy on what goes on in rehab. Both shows were huge ratings successes. He also hosts two nationally syndicated radio shows – Loveline, where he has been taking calls from listeners since 1982, and Dr. Drew Live, which began airing on KGIL earlier this year. Other celebrities taking part in the ceremony included Danny Arroyo, General Hospital: Night Shift; Jayne Brook, Boston Legal; Gordon Clapp, NYPD Blue; Amy Price-Francis, Cleaner; Melora Hardin, The Office; Mariette Hartley; Carolyn Hennesy, General Hospital; Kathy Joosten, Desperate Housewives; Joy Lauren, Desperate Housewives; Hugh Laurie, House; Sharon Lawrence, The Capture of the Green River Killer; Michele Lee; Lorna Luft; Dolph Lundgren; Mario, R&B and pop singer, Dancing with the Stars contestant; Christopher McDonald, Superhero Movie; Esai Morales, Jericho; Sarah Jane Morrison, Brothers and Sisters; Brigitte Nielsen, Celebrity Rehab; Tequan Richmond, Everybody Hates Chris; Eva Marie Saint, Academy Award®, On the Waterfront; Murray Sawchuck, Celebrecadabra on VH1; John Schneider, Smallville; Lindsey Shaw, Aliens in America; Henry Simmons, Shark; Tara Summers, Boston Legal; Dee Wallace; Gary Anthony Williams, Boston Legal.

An additional highlight of the ceremony was a tribute to EIC's 25th anniversary of service to the entertainment industry and the public. The 12th Annual PRISM Awards ceremony was executive produced by Brian Dyak, Lawrence Scot Deutchman and Marie Gallo Dyak. Supervising producer was Kenneth R. Paule.

About Entertainment Industries Council
EIC, a non-profit organization, was founded in 1983 by leaders of the entertainment industry to bring the power of the industry to bear on health and social issues. The organization is considered to be the granddaddy and chief pioneer of entertainment advocacy outreach and one of the premiere success stories in the field of entertainment education and information resources for entertainment creators, through innovative and time-proven services and methods of "encouraging the art
of making a difference” from within the entertainment industry. EIC addresses health issues such as drug, alcohol, and tobacco use and addiction; firearm safety and injury prevention; sun safety and skin cancer prevention; human trafficking; terrorism and homeland security; mental health and mental illness, including bipolar disorder, depression and suicide; diabetes; seat belt use and traffic safety; and HIV/AIDS prevention. For more information, please visit www.eiconline.org.

About SAMHSA
SAMHSA is a public health agency within the U.S. Department of Health and Human Services. The agency is responsible for improving the accountability, capacity and effectiveness of the nation’s substance abuse prevention, addiction treatment, and mental health services delivery systems.

About FX Network
FX is the flagship general entertainment basic cable network from Fox. Launched in June of 1994, FX is carried in more than 94 million homes. The diverse schedule includes an award-winning roster of distinctive original series, an established film library with box-office hits from 20th Century Fox and other major studios and an impressive roster of acquired hit series.

***Please see below for a complete listing***
12th Annual PRISM Awards Winner List
Feature Film – Wide Release Georgia Rule (Universal Pictures / Morgan Creek Productions)
Feature Film – Limited Release You Kill Me (IFC Films / Code Entertainment / Baum Echo Lake Rosenman Productions / Bipolar Productions)
Performance in a Feature Film Casey Affleck – Gone Baby Gone
Comedy Series Episode The Simpsons – "Crook and Ladder" (Fox Broadcasting / 20th Century Fox Television / Gracie Films)
Comedy Series Multi-Episode Storyline Tyler Perry’s House of Payne (Episodes: "More Than Meets the Eye" / "Busted" / "No Money, Mo' Problems" / "Just Say No" / "Surprise, Surprise") (TBS / Tyler Perry Studios)
Performance in a Comedy Series James Denton – Desperate Housewives
Drama Episode Grey’s Anatomy – "Love/Addiction" (ABC Entertainment / ABC Studios / The Mark Gordon Company / Shondaland)
Performance in a Drama Series Episode Ben Vereen Grey’s Anatomy
Drama Series Multi-Episode Storyline ER (Episodes: "Gravity" / "Under the Influence" / "The Test" / "Blindspot" / "Coming Home" / "Skye’s the Limit" / "300 Patients") (NBC Entertainment / Warner Bros. Television / Constant c Productions / Amblin Television)
Performance in a Drama Series Multi-Episode Storyline Dave Annable – Brothers and Sisters
Sally Field – Brothers and Sisters
Daytime Drama Storyline One Life to Live (ABC Television Network)
TV Movie or Miniseries Life Support (HBO Films / Foxx-King Entertainment / Flavor Unit Films / Urban Romances / Shelby Stone Productions)
Performance in a TV Movie or Miniseries Andrea Bowen – Girl Positive Jennie Garth – Girl Positive
Teen Program I Won’t Love You to Death: The Story of Mario and His Mom (MTV News and Documentaries / Gigantic! Productions)
Children's Program That's So Raven – "Where There is Smoke"(Disney Channel / That So Productions / Warren & Rinsler Productions)
Talk Show Episode The View (ABC Daytime / Barwall Productions)
News Magazine Segment ESPN Outside the Lines – "Rod Beck"(ESPN)
Biographical Program The E! True Hollywood Story – "The Osbournes"(E! Entertainment Television)
Original DVD Bevel Up: Drugs, Users and Outreach Nursing (National Film Board of Canada / Canada Wild / CBC Centre for Disease Control)
Music Recording Nikki Sixx- "The Heroin Diaries" Trail of Light (Gracie Vandiver & Friends / Note to Self Recordings / Sunlight of the Spirit Music)
Comic Book Storyline These Things Ain't Gonna Smoke Themselves (Bloomsbury USA)
Interactive Media SoberCafePodcast.com(Studio V Productions)
Outstanding Public Service Project CBS Cares (CBS Television Network)
Mental Health Depiction Award The Sopranos (Episodes: "The Second Coming" / "The Blue Comet") (HBO Entertainment / Chase Films)
Bipolar Disorder Depiction Award Michael Clayton (Warner Bros. Pictures / Castle Rock Pictures / Mirage Enterprises / Section Eight / Samuels Media)
Film Festival Bobby Dogs (Brooklawn Productions / GototheBall! Productions)

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