Entertainment Industries Council and National Association for Children of Alcoholics Celebrate 30 Years of Making a Difference

Los Angeles, CA (September 2, 2013) – Two public service organizations have reached the 3-decade mark and are celebrating at a special event on September 4th in honor of National Recovery Month. The Entertainment Industries Council, Inc. (EIC) is celebrating 30 years of encouraging the art of making a difference through entertainment and media education, resources and recognition. Similarly, EIC’s collaborating partner the National Association for Children of Alcoholics (NACoA) is celebrating 30 years of helping children and families end the pervasive silence and begin healing.

“Since NACoA was launched 30 years ago, much has changed with respect to people’s attitudes toward addiction. For decades the painful experience of addiction within the family veiled in silence. People are more willing to talk about the familial impact of alcoholism and drug addiction, in part because we have worked very hard to change how addiction is viewed and discussed by the public at large, making it possible to broaden recovery support to help each member of the family to heal,” said Sis Wenger, President and CEO, NACoA. (www.nacoa.org)

“Thirty years ago, EIC was originally founded to focus exclusively on substance abuse and addiction, but over the years we expanded our mission to encompass all health and social issues while maintaining a continued dedication to changing the media’s approach to dealing with addiction and recovery,” said Brian Dyak, President and CEO, EIC. (www.eiconline.org) “In that same period of time, the entire media landscape has expanded exponentially from four broadcast networks to a multitude of cable channels, online, on-demand, and more, increasing the challenges we face as an organization.”

For nearly 17 years, the EIC has paid tribute to the accurate, honest, authentic and engaging depiction of important social and health issues through the PRISM Awards. Celebrating hundreds of writers, producers and directors who rewrite stereotypes to become relatable, sympathetic characters. The PRISM Awards’ submissions are well into the thousands and seen by millions with reach from Hollywood to Capitol Hill.

In fact, a sneak peek of the 17th Annual PRISM Showcase will be made available on EICtv Network (www.EICnetwork.tv) on Wednesday, September 4th beginning at
11:30 a.m. ET. *PRISM* moments will be previewed during the National Recovery Month Luncheon, honoring September as National Recovery Month.

“Since the launch of the *PRISM Awards*, there has been an increase in the number of productions dealing with these issues and an increase in the quality and depth of those stories and as far as we’re concerned this is what our audiences look for and they appreciate authenticity,” said Marie Gallo Dyak, Executive Vice President, EIC. ([www.eiconline.org/teamup](http://www.eiconline.org/teamup)) “We as an organization have worked hard to provide the entertainment and media communities with the information resources needed to make such authenticity possible, and the results are apparent.”

The entire *PRISM Awards Showcase* premieres on FX Network on September 14th at 4 p.m. ET and PT, and will be available online and on-demand. It will then air on additional channels mtvU, Amazon (web streaming), U-verse (AT&T web streaming), KCWX (MyTV in San Antonio), KHON (Fox in Honolulu), Lin TV (Savannah), KNVA/KXAN/KBVO (Austin), WRIC (ABC in Richmond/Petersburg). CW station in Scranton, CW station in Chattanooga, as well as many additional networks, stations and media outlets through March 2014.

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