9.15.2009 Capitol Hill previews the 2009 PRISM Awards Showcase

STAR OF THE OFFICE, DC RADIO PERSONALITY, AND MEMBERS OF THE U.S. CONGRESS COME TO CAPITOL HILL TO HONOR GROUNDBREAKING HOLLYWOOD DEPICTIONS OF SUBSTANCE ABUSE AND MENTAL HEALTH ISSUES.

Event on Capitol Hill will preview the 2009 PRISM Awards Showcase to be aired nationally on September 26 via nine cable networks simulcast

CAPITOL HILL, WASHINGTON, DC, September 15, 2009- Hollywood celebrities, major entertainment executives, and leading national figures convened tonight to celebrate an awards show in the Nation’s Capital, Washington, DC, to preview the 2009 PRISM Awards Showcase. The FX Network airs the PRISM television special along with eight additional networks. The 2009 PRISM Awards Showcase television special is hosted by preeminent entertainment reporter Nancy O’Dell and will be aired September 26, 2009.

“The PRISM Awards are an example of the power of messages that can decrease stigma of mental illness and substance abuse, and increase compassion. The PRISM Award-winning productions can show us a gritty reality and then put forth insight into treatment, and hope of recovery,” said EIC President & CEO Brian Dyak. “This year we are even more delighted to air the television special to educate an even broader audience about health and social issues thanks to the FX Network, our flagship airing partner, and the additional eight airing networks.”

Tonight’s event featured several guest speakers from both Hollywood and Washington. Celebrity presenters included Melora Hardin of NBC’s The Office and radio and BET television personality Big Tigger. Speakers and presenters also featured distinguished members of Congress.

“In the past, addiction and mental illness were thought of and too often portrayed as personal weaknesses or failures. Decades of research now show that these problems are not due to weakness, but to illness. The entertainment industry is truly providing a valuable service to the public which literally no other industry can provide,” said SAMHSA Acting Administrator Eric Broderick, D.D.S., M.P.H. 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.

About Entertainment Industries Council, Inc.
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 grand daddy and chief pioneer of the 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, addictions treatment and mental health services delivery system.

About FX Network
FX Network 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 line-up of 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.