WASHINGTON, D.C. (SEPTEMBER 15) – The Entertainment Industries Council (EIC) in support of National Recovery Month announced a new honor that salutes the efforts of individuals to raise awareness of recovery, addiction and treatment at its annual showcase on Capitol Hill today.

The Award for Recovery Advocacy recognizes effective advocacy for people in recovery, addiction and treatment. The first recipient will be Adam “DJ A.M.” Goldstein and all future awards will be given in his name. The EIC selected Goldstein because his story reinforces diminishing the stigma of recovery and is one young people will hear and pay attention to. Each year, this recognition will be presented to someone from the entertainment industry that has advanced recovery in the culture.

“While tragic, Adam’s story, a relapse after years of recovery, provides a glimpse into the chronic illness of addiction,” said Brian Dyak, president of the EIC. “His journey is important and this recognition raises awareness of the need to support individuals who choose to confront their addiction, seek treatment and live a clean and sober life.”

The announcement was made at EIC’s annual PRISM Awards Capitol Hill Showcase involving Congressional Members, and leaders of the national organizations supporting recovery. Washington D.C. disc jockey and BET personality Big Tigger joined with Brian Dyak in announcing the new Adam “DJ A.M.” Goldstein Award for Recovery Advocacy.

“Much good can come from both his life and his tragic passing. We’re convinced that his commitment to recovery should be his legacy and should live on to help others,” stated Big Tigger.

A non-profit organization, EIC was founded in 1983 by entertainment executives to bring the power of the industry to bear on health and social issues.
The **PRISM Awards** is a nationally-televised awards show recognizing the accurate depiction of drug, alcohol and tobacco use and addiction in film, television, music, DVD, interactive media and comic book entertainment. **PRISM Awards** winners for 2009 include: Anne Hathaway (*Rachel Getting Married*), William Shatner (*Boston Legal*), Benjamin Bratt (*The Cleaner*), Chandra Wilson (*Accidental Friendship*) and Dana Delany (*Desperate Housewives*). Television shows that received awards in 2009 are *Boston Legal*, *Breaking Bad*, *King of the Hill*, *Law & Order: Special Victims Unit*, *The Office*, *Dr. Phil* and CBS miniseries *Sybil*.

“This year’s show is poised to be our most successful to date,” said Brian Dyak, president and CEO of EIC. “Not only do we have Nancy O’Dell on-board as host, but the simulcast will greatly expand the **PRISM** audience and inform more people of the organization’s mission to bring the power and influence of the entertainment industry to bear on health and social issues.”

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