



For Immediate Release

**SOAR Landing in New Pruitt Center for Recovery
*Grand Opening and Open House Celebration Scheduled for Sunday, June 1***

Ada, Okla., May 27, 2014 – SOAR (Southern Oklahoma Addiction Recovery), an Ada-based independent, long-term residential program for recovery from alcohol and drug abuse is hosting a Sunday, June 1 (4:00 p.m. – 6:00 p.m.) grand opening and open house celebration at its new location in the Pruitt Center for Recovery building at 115 North Oak Ave. in Ada.

The program, which is open to the public, will include facility tours, food and refreshments, a grand opening ceremony and fellowship among SOAR clients, area employers and community attendees.

The new 10,000 square foot facility -- which was donated by Ada business executive and community leader Dexter Pruitt -- replaces the original SOAR facility at 212 West 14th Street, a space that SOAR had occupied since its founding in 2008. SOAR residents (clients as designated by SOAR) completed much of the basic work in refurbishing the new space over a period of several months.

“This relocation and expansion is the direct result of the success of the SOAR program over the past six years,” SOAR Board of Directors President Duane Murray said.

While SOAR had long ago outgrown its existing space, area courts in Pontotoc and surrounding counties continued to seek placement of non-violent alcohol and drug offenders in SOAR, recognizing the ongoing success of the program in the recovery and rehabilitation of SOAR clients.

How It Works

Unlike some private recovery centers where individuals pay for their treatment, SOAR fills a void within the recovery system that has been sorely lacking in this region of the state. SOAR offers a safe, regulated environment for court-ordered alcohol and drug offenders in what might be described as a “pay-as-you-go” plan for the six-month (or more) program.

“As a 501c-3 non-profit organization, SOAR receives no state or federal funding and being self-reliant we currently depend on the client earnings and volunteer contributions,” Murray said.

From the time clients enter SOAR, they begin a regimen that includes daily work for the employers who have established work contracts with SOAR.

This approach and process pays dividends for all concerned. First and foremost, the clients are integrated back into the workforce, and by earning their way, they also earn self-respect and self-reliance. The SOAR organization (and future clients) benefit as the work of existing clients helps maintain the viability and success of the program. In that sense, SOAR clients provide a “pay-it-forward” service to the organization. And finally, the valued employers who provide work opportunities for SOAR gain reliable workers with a strong work-ethic. Some of the valued companies who provide ongoing work contacts with SOAR include: Ram Jack, Ada Coca-Cola Bottling Company, PEC (Peoples Electric Cooperative) and Leachco.

As an added benefit to the community, on weekends and other occasions, SOAR provides regular community service work that includes designated community volunteer projects, like yard work; maintenance projects; and support for charitable organizations.

Recovery and Rehabilitation

Above and beyond the physical work, SOAR is a recovery program whose specific purpose is to help clients reintegrate into their community as sober, productive citizens. In addition to its emphasis on establishing a strong work ethic, SOAR focuses on the development of healthy relationships and the opportunity for spiritual growth.

Following the 12-step model established by AA (Alcoholics Anonymous) and utilized by other groups, such as NA (Narcotics Anonymous), SOAR requires client participation at a designated number of internal and external 12-step meetings each week. SOAR clients also participate in a variety of spiritual programs and services offered by area churches, including: Asbury United Methodist Church, Ada First Assembly of God and H2OChurch.cc.

As noted in its most recent audit from January 1, 2012, 65 percent of SOAR clients at both the six-month and 12-month benchmark (following completion of the program) had maintained their sobriety. Considering that by many national estimates the recidivism rate among alcoholics and addicts following treatment is 80 to 90 percent, SOAR’s results are significant.

Support SOAR

After six years of effort and now as the organization moves into the new facility, SOAR leadership has established what they consider to be an identity or branding statement that defines the organization in all facets of what it offers and provides.

Support SOAR, It Works

“In whatever way you look at, whatever your perspective: client, court or community, SOAR delivers results and we’ll keep working to maintain that support,” Murray said.

SOAR administrative staff Includes: Executive Director Doug Davis, Administrative Executive Sherry Baird, Assistant Director Wes Barker and Program Coordinator Jerry Buckner.

The SOAR Board of Directors includes: Duane Murray (President), Melissa Gregory (Secretary), Mark Copeland, Jim Hamby, Dexter Pruitt, Jim Sanders, Julie Luke, Calvin Prince and Shirley Pogue.

SOAR is located at 115 North Oak Street in Ada, OK 74820. For more information, contact Doug Davis at 580-310-9822 (office) or by email: ddavis@soarrehab.com

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Information Contact:

George Snyder
george_30329@yahoo.com
404-931-1296 (cell)
580-279-1305 (desk)