

## **Prescription Drug Addiction and Recovery, "The Night is Always Darkest Before the Dawn"**

*SouthCoast Recovery brings clients to attend the new Warner Bros. Picture, "The Dark Knight"*

DANA POINT, CALIFORNIA, July 18, 2008 (FPRC) -- When people consider drug and alcohol treatment, typically what comes to mind is a circle of "patients" sitting under fluorescent lights, sipping coffee out of Styrofoam cups and talking, sharing their feelings. But the clients of SouthCoast Recovery, California's leading alcohol and drug rehab center, will be sitting in front of the silver screen this weekend watching the much-anticipated new Batman film, "The Dark Knight" directed by Christopher Nolan. SouthCoast Recovery believes it's imperative for clients to learn how to have fun without drugs and alcohol, often taking their clients to the filming of television shows, on fishing trips, or to other events to help them transition back into a sober way of life. This movie premiere however, holds a specific significance to the clients of SouthCoast Recovery that have struggled with prescription drug abuse and addiction, however the death of actor Heath Ledger, who portrays a dark, psychopathic, super villain known as The Joker in this new Batman film, should ultimately send a sobering poignant message to everyone.

Ledger's death in January was officially ruled as an accidental overdose on prescription drugs; primarily sleeping pills and anti-anxiety medication. Whether or not Ledger had been consistently using the medication enough to be considered abuse has never been determined, but the message is hard to ignore – Drugs prescribed by doctors can possess the same potency and be just as deadly as street drugs when misused, abused, or combined.

Prescription drug abuse is rising at an alarming rate in the United States. In the past year alone, 40% of new clients at SouthCoast Recovery have been admitted for addiction to prescription drugs such as Oxycontin®, Xanax® or Suboxone®, and as a result of the demand for effective treatment, SouthCoast Recovery has developed a specialized prescription drug program to add to their current 30, 60, and 90 day residential treatment programs.

Many of the people who will see the "The Dark Knight" batman sequel this weekend should be aware that Ledger's tragic death is a stark reminder that the potential for abuse or misuse of prescription drugs is extremely high and can be deadly for anyone that ends up struggling with prescription drug addiction. SouthCoast Recovery is proud to be nation's foremost drug and alcohol rehab center leading the fight against prescription drug addiction and are willing to provide each client they serve with the detoxification, counseling, education, and support that their patients need to get clean and stay clean.

In addition to the primary services that SouthCoast Recovery has available to help those dealing with addiction, patients stay in eight beautiful homes throughout Orange County, California spending their days in wellness centers following a 12-step based program while receiving holistic, as well as, Eastern medical treatments, including acupuncture to help them in their battles against drugs and alcohol.

Recovery from Prescription Drug Addiction isn't easy, but it is possible and a majority of SouthCoast's staff has suffered from addiction and stand as a testament to an individual's ability to

break free.

For a look at SouthCoast Recovery's entire program visit <http://www.southcoastrecovery.com>.

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