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Open Channels Group Selects Local Non-Profit For Pro Bono Contract

Recovery Resource Council named 2011 beneficiary

FORT WORTH - Open Channels Group (OCG), a Fort Worth-based public relations and strategic communications firm, selected Recovery Resource Council as its 2011 pro bono client. The Recovery Resource Council will receive up to \$25,000 in professional public relations consulting services throughout 2011. During that time, OCG will offer its expertise in communications planning to increase awareness of Recovery Resource Council in the community and better help the organization tell their story. Recovery Resource Council was chosen because of its mission, vision and need for services.

"The idea of giving back is a part of who I am and as a result it has become a part of our company culture," said Tonya Veasey, president and founder of OCG. "By lending our expertise to Recovery Resource Council, we will be able to help them maximize their impact on the community."

OCG started its pro bono initiative in 2009 as a way to give back to the community. Day Resource Center was the 2010 recipient benefitting from OCG's pro bono public relations consulting services. OCG performed research and developed a communications strategy to support Day Resource Center's short term public relations goals and objectives of increasing its base of community support, which included a compelling message about its fight to end homelessness and expanding its online presence. OCG will provide similar work for Recovery Resource Council.

"Recovery Resource Council is grateful for the opportunity to work with Open Channels Group," said Recovery Resource Council CEO Eric Niedermayer. "With their help, we will be able to reach more people and reduce the amount of drug and alcohol abuse in our community."

This year, OCG received a record number of applicants demonstrating non-profits' needs for public relations services. OCG is proud of its track record of community giving and hopes to encourage other businesses to follow in its footsteps with similar pro bono programs.

About Open Channels Group

Open Channels Group is a Fort Worth, Texas-based public relations and strategic communications company founded by Tonya Veasey in 2005. What started as a small consulting business with one client has quickly grown into a prominent public relations agency in the Dallas/Fort Worth region. In an industry where reputation is everything, Open Channels Group has experienced success and dramatic growth by living up to its motto: "Exceeding our clients' expectations." For more information about Open Channels Group, please visit www.openchannelsgroup.com.

About Recovery Resource Council

Recovery Resource Council is a private nonprofit organization that helps men, women and youth who are uninsured or underinsured find treatment for chemical addictions. Their mission is to reduce drug and alcohol abuse and its stigma by providing guidance, education and services to children, adults and families. Recovery Resource Council serves as the primary agency for screening and assessing recovering individuals into residential treatment programs in 12 counties of North Texas. Additionally, Recovery Resource Council believes that addiction is preventable and offers educational programs to instill students with confidence so they can make healthy life choices. For more information about the Recovery Resource Council visit www.recoverycouncil.org.