



Addiction

HBO "Addiction" Screening Parties

PartyLaunch clients really know how to "Party with a Purpose." Typically they'll combine the fun of a social gathering with a unified action – build community around a common interest, try out a new product, or learn a new recipe. But when **HBO** and "**Addiction Action**" joined together with PartyLaunch, they were saving lives.

Timed to coincide with HBO's release of the documentary "**Addiction**," which explored alcohol and drug addiction, hundreds of gatherings nationwide brought recovery advocacy groups, treatment programs, and community coalitions together to discuss alcohol and other drug issues with the general public.



Contact **RICHARD MEIER** at 866-394-1637(ext.92) to put www.PARTY2WIN.com or www.PARTYLAUNCH.com to work for you.



“Our goal was to have 500 house parties,” said Tom Coderre, national field director for Faces & Voices of Recovery, which organized many of the “Addiction” events. “We think we exceeded that a little.”

Addiction is a disease that affects more than 22 million Americans. In preparation of the HBO premier, and to ensure that the documentary engendered discussion among viewers at all of the parties, the coalition created a viewers guide and with the help of PartyLaunch deployed interactive hosting and RSVP tools, event-planning checklists, and organizing tips.

“This is really about helping communities ... ride this wave of publicity and seize the opportunity presented by the films to not only raise awareness, but to develop continuing plans of action,” said Eric Helmuth, Director of Online Communications for Join Together, another coalition partner.

HBO used all of its tools, including multiplex channels, HBO On Demand, podcasts, web streams, and DVD sales to support the project. And to ensure that as many viewers as possible had the opportunity to see the movie, HBO premiered “Addiction” during a free HBO preview weekend.

And it worked. One event in Raleigh, NC drew over 500 people. Screenings were also held in hundreds of smaller venues, from homes to churches, with an estimated 15,000 people attending in total.

PartyLaunch is about bringing people together. The HBO Addiction program is an example of how good companies with good motivations can change minds, change lives, and change the world.

