

The White House Honors Los Angeles Pioneer in Addiction Treatment & Rehabilitation Advocacy

PRESS RELEASE - MAY 20, 2015 - **UPDATED: MAY 20, 2015**

Founder of Beit T'Shuvah, Harriet Rossetto, is recognized in Washington, D.C. as a national leader for her work treating addiction

During a ceremony at the White House, National Drug Control Policy Director Michael Botticelli honored Harriet Rossetto, founder of Beit T'Shuvah, as an "Advocate for Action." She's been selected as a national role model for the unique approach to addiction prevention, rehabilitation and educational programs offered through her residential treatment center.

Rossetto is also discussing policy initiatives and a plan for future collaboration to reform drug policy in America. "I am pleased to honor the work Harriet Rossetto is doing to make our communities healthier and safer," said Director Botticelli. "By promoting evidence-based prevention, treatment and recovery efforts, Advocates for Action are helping to reduce drug use and its consequences across the country."

"Harriet is not only a pioneer in addiction treatment nationally, but she is a hero to me personally," said Harriet's husband and CEO of Beit T'Shuvah Rabbi Mark Borovitz. "She believed in me when I was a convict, and completely changed the direction of my life which is now focused on helping others. Today I'm beaming with pride as my beautiful wife receives this overdue recognition for her tireless efforts to change lives over the past 30 years."

Thirty years ago, Harriet Rossetto responded to a small classified ad in the Los Angeles Times: "... person of Jewish background and culture to work with Jewish criminal offenders ... MSW required." As a self-titled "Jewish Jail Lady," Rossetto was tasked with helping offenders with substance use disorders re-enter the community, but she quickly became frustrated by the lack of resources and the revolving door of recidivism.

With a one-time grant from the Federal Emergency Management Agency (FEMA), she bought an old house and called it Beit T'Shuvah - the house of Return and Redemption. Since then, it

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& FOUNDER OF BEIT T'SHUVAH

has grown from the original half-way house model to a nationally recognized faith-based recovery community serving people with substance use disorders and their families. Today, Beit T'Shuvah houses 140 residents and 100 employees (80 percent of whom are former residents) and continues to provide treatment to people who have limited or no financial resources.

"To be selected to work with the White House to reform drug policy is such an honor, and an incredible opportunity to help more people," said Rossetto. "Through work therapy, creative expression and social enterprise, we watch with great pride as each person breaks the bonds of addiction by recovering their passion and discovering their purpose."

White House Press Release

<http://files.ctctcdn.com/82b05085301/d8bcc110-428c-45eb-8b4c-327c91d08785.docx>

Videos and Photos of Harriet Rossetto today at the White House will be posted at the following link:

<https://www.whitehouse.gov/ondcp/national-drug-control-strategy/advocates-for-action-2015>

Media Interviews

Los Angeles Interviews: Please email news@abramsmanagement.com or call 323-999-4489 to arrange for interviews with Ms. Rossetto or anyone else at Beit T'Shuvah in Los Angeles.

White House Interviews: For interviews or more information from the White House please contact ONDCP public affairs at 202-395-6618 or email mediainquiry@ondcp.eop.gov

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About Beit T'Shuvah (Bate-t'shoo-vah)

Beit T'Shuvah is a nonprofit treatment center and education institution dedicated to guiding individuals and families toward a path of living well in order to recover from addiction. T'Shuvah translates to repentance and return. Beit means house. Beit T'Shuvah = The House of Return. www.BeitTShuvah.org

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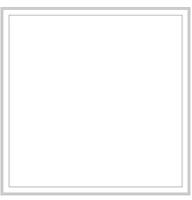
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