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FOR IMMEDIATE RELEASE
June 14, 2019

WORCESTER GOES PURPLE CAMPAIGN ANNOUNCES RIVER OF HOPE PROJECT

Newark, MD, June 14, 2019— Opioid awareness campaign *Worcester Goes Purple* announced today a partnership with the Worcester County Arts Council to create a River of Hope art installation.

Worcester Goes Purple (WGP) has secured grant funding from the Worcester County Arts Council to install an art rock river, using hundreds of rocks that community members will paint purple at several upcoming events across the county. The community is invited to paint these rocks in honor of those who have died from an overdose or are struggling with addiction.

The painting project will take place at the following public events. Attendees can look for the purple WGP table display.

- Blessing of the Combines in Snow Hill, MD, on August 3, 2019
- Fourth Friday Street Festival in Pocomoke, MD, on August 23, 2019
- Small Town Throw-Down in Berlin, MD, on September 7, 2019
- SunFest in Ocean City, MD, on September 21, 2019

When complete, the painted rocks will become a beautiful “River of Hope” awareness art installation at the Atlantic Club in Ocean City. The Atlantic Club is a non-profit organization dedicated to helping individuals in recovery and those trying to achieve sobriety.

Worcester Goes Purple is an opioid addiction awareness and prevention campaign taking place in September 2019 across Worcester County. The campaign’s mission is to start the conversation within the community about drug education and prevention, the signs and symptoms of addiction, and where community resources can be found for assistance. ‘Going Purple’ is currently looking for volunteers or business partners to join the movement. You can show support by wearing purple, displaying purple in your yard or home, putting a purple lightbulb in your business storefront, creating a purple product for your business, or more. For more information about participation in this campaign, please contact WGP Event Coordinator Debbie Smullen at 410.870.5161, or by emailing dasmullen@worcesterk12.org.

WGP is an initiative supported by Worcester County Public Schools, Worcester County Health Department, and Atlantic General Hospital. WGP welcomes partnerships with community organizations and businesses who support their mission. Funding is being made possible through the participating agencies, the Heroin and Opioid Policy Development Grant, and donations from the generous Worcester County community.

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If you would like more information about this topic, please contact Carrie N. Sterrs at 410.632.5092 or email at cnsterrs@worcesterk12.org.