



Rock Into Recovery • Mission

The mission of Rock Into Recovery (RIR) is to organize and host a large family-friendly concert with speakers, food, fun and the magic of live music. For our first inaugural event we've chosen to help promote World Mental Health Day on **Friday October 15, 2010, from 6PM till 10PM at the wonderful Sons of Italy Hall, 19 Prentiss Road, Arlington, MA, USA.** FREE Admission - Soft Drinks - Speakers - Food - Music & Fun.

The World Health Organization (WHO) and the National Alliance on Mental Illness (NAMI) have pinpointed the first week in October as a promising time to raise awareness. RIR sees this as an opportunity to reach both a local and national audience with the potential for setting an example to the world that recovery is real.

Our events will be helping to raise awareness for people working through a range of challenges including mental health conditions and addiction. This will be an occasion for

people to celebrate the good work accomplished all year with the help of live music which brings together groups from all walks of life.

Rock Into Recovery has recently been awarded full sponsorship and support by The Edinburg Center in Lexington, MA, USA. This will help to provide for more fun activities throughout the year leading up to our annual musical event.



The leadership at Rock Into Recovery is Todd Lena and the helpful team at The Edinburg Center. As Founder and Producer, Todd initiated the concept for RIR and is now consulting for The Edinburg Center helping with activities throughout the year all leading up to our annual big event.

Visit our Website and call us today for info about volunteering and making a donation. We're looking forward to seeing you in October. It should be a fun night!

The
EDINBURG
CENTER 
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