



PRESS RELEASE

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The Council on Alcohol and Drugs Houston and Austin Recovery Rebrand as The Council on Recovery

Organization to Provide Common Mission for Austin and Houston Communities

HOUSTON, March 13, 2015 – Two of the state’s leading alcohol and drug treatment facilities, The Council on Alcohol and Drugs Houston and Austin Recovery, have rebranded under one name, now to be known as The Council on Recovery.

The Council on Recovery will serve both Houston and Austin, providing a unified name, mission and brand to both communities. With both inpatient and outpatient services, The Council on Recovery is the only center to provide a full spectrum of prevention, education and recovery resources to the Houston and Austin communities.

Comprehensive qualitative and quantitative research conducted with a variety of constituents revealed that the words “council” and “recovery” most appropriately signify the organization’s mission to help all those struggling with an addiction while retaining existing brand equity in both locations.

William M. (Mel) Taylor, MSW, will oversee operations at The Council on Recovery. Taylor served as president and chief executive officer of The Council on Alcohol and Drugs Houston for over 20 years, and will hold the same position at The Council on Recovery.

“Our decision to merge in 2013 was driven by the desire to create an organization that exemplifies excellence at all levels and provides a safe environment for people in both communities who are struggling with addiction,” said Taylor. “The merger allows us to better serve our communities under one name, one mission and one unified vision. In short, recovery is the desired outcome. We are committed to ensuring that all seeking recovery find it, including their families, and our name now communicates that message.”

Both organizations have established programs that complement each other, allowing The Council on Recovery to provide the full continuum of care. In particular, the organization’s research indicated that the Austin community desires the extension of services that The Council currently offers in Houston. Already, The Council on Recovery has incorporated Houston’s model for an Intensive Outpatient Program (IOP) through its Center for Recovering Families, consolidated its residential rehab services to one location at Hicks Family Ranch in Buda, and worked to improve conditions of our facilities so people from all over the state will utilize the ranch for residential treatment.

About The Council on Recovery

With a combined 117 years of experience, The Council on Alcohol and Drugs Houston (Founded 1946) and Austin Recovery (Founded 1967), have rebranded as The Council on Recovery. The combined organization offers an enhanced continuum of recovery services, creating a stronger healthcare environment for the Texas recovery community. The Council on Recovery offers both inpatient and outpatient services and is committed to providing high-quality care at affordable rates. The Council on Recovery is a nonprofit organization and receives funding from the United Way of Greater Houston and The Texas Department of State Health Services as well as private contributions, special events and program fees. For more information about The Council on Recovery, please visit www.councilonrecovery.org.

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