



**FOR IMMEDIATE RELEASE**

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## **FUN IN ADDICTION RECOVERY...**

### ***An Unlikely Pairing One Treatment Center Believes is the Key to Successful Sobriety***

**WOODLAND HILLS, California** – Sober College is a long-term, gender-specific treatment facility for young adults (ages 17-26) that prides itself on its ability to redefine the rehab experience. One perfect example? “Fun” is considered an essential component of this one-of-a-kind treatment program.

“Ensuring our clients live a great, sober life is extremely important to us. And while our first priority in treatment is always **Sobriety**, we also teach young adults how to cope with the stresses and challenges of day-to-day living,” said Robert Pfeifer, Founder and Managing Director of Sober College. “We do this by helping our clients learn **Life Skills; Productivity** through community involvement, gainful employment and education; **Emotional Intelligence** and **Fitness**. We call this program our Five Core Competencies. And it’s using these Five Core Competencies that we have also built fun into recovery.”

Sober College’s age-specific program encourages clients to revel in sobriety by exploring life and all its possibilities while still in rehab. From continuing their education with an unparalleled accredited college program to discovering passion in music with Sober College’s resident rock star (Mikey Martin, drummer for the band Shiny Toy Guns), from finding fitness, directing films and engaging in auto shop to testing boundaries with skydiving and showing off their gifts at monthly talent shows, this treatment program helps lead clients down a path of self-discovery and self-expression to find self-esteem and self-determination.

“We believe that having fun is essential in building a good, healthy and inspired sober life,” said Pfeifer. “Life, after all, has the ability to get more real, more focused and ultimately, more exciting when we’re sober. So, why not start the celebration today – in rehab?”

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But Pfeifer warns potential clients – and their parents – not to misconstrue the promise of fun at Sober College.

“Living a great, sober life is hard work,” he says. “Sober College isn’t a resort destination. And it’s not a place where ‘28 days’ is considered a responsible timeframe for recovery.” According to Pfeifer, “Creating a new, better life takes time. So, if you’re not willing to give us 90 days, we can’t help you. We’re devoted to our clients, their sobriety and quality of life. Providing long-term care is the start of our investment and ultimately, their solution.”

So ... what does 90 days mean? In short, according to the team at Sober College, it means a chance ... A chance at sobriety, a chance at change and a chance at enhancing the enjoyment of life.

“We provide our clients a shot at a greater sober life by combining clinical care with fun, thanks to a group of specialists put together specifically for each client and his or her needs,” said Pfeifer

Far beyond your typical treatment program, Sober College is rooted in reality with a twist of fun, to encourage life – in every sense of the word – after addiction.

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#### **ABOUT SOBER COLLEGE**

At Sober College, we examine and manage addiction treatment from a brain perspective. And it is under this umbrella of understanding that addiction is a primary and chronic disease of the brain, that Sober College’s highly trained team of experts has developed a comprehensive, long-term, creative, refreshingly real and frankly, fun approach to healing for young adults (ages 17-26). Here, we encourage young adults to revel in sobriety by exploring life and all its possibilities while still in rehab. From continuing their education with our unparalleled, on-site, accredited college program to discovering passion in music with our resident rock star, from finding fitness, directing films and engaging in auto shop to testing boundaries with skydiving and showing off their gifts at monthly talent shows, we lead our clients down a path of self-discovery and self-expression to find self-esteem and self-determination. This is a treatment program that redefines rehab. Period. For more information, visit [SoberCollege.com](http://SoberCollege.com) or call us at 877.635.2135.