



## **Halstead/Metroflor Targets Substance Addiction Disorders as its New Charitable Cause**

Calhoun, GA, Aug. 8 – Halstead/Metroflor has created an Addiction Crisis Team and a nonprofit organization to raise funds for combatting the addiction epidemic decimating individuals and their families nationwide. The goal is to provide rehabilitation “scholarships” to families who otherwise would not be financially able to help save their loved ones suffering from Substance Addiction Disorders (SADs).

The Halstead/Metroflor Addiction Crisis (HMAC) Team intends to raise \$500K over the next two years through a “Save an Addict. Save a Family” [Go Fund Me](#) page and other activities, which will be matched dollar for dollar by Metroflor/Halstead for a total goal of \$1 million.

Said Metroflor’s Vice President of Business Development Paul Eanes, who is spearheading the initiative, “We have turned our efforts to this cause because it not only affects the individual suffering from SADs, it ultimately can tear apart the entire family.” Eanes knows from personal experience the destructive results of addiction to families. “One of my daughters became an alcoholic two years ago. Fortunately, we were financially able to send her to seven months of rehab, and she is on the road to recovery. However, the wounds that the entire family suffered from are still there, and every day is a slow step in the right direction.”

Some SAD facts from the Blanchard Institute, a treatment provider offering family-focused, comprehensive and individualized program for substance use disorders:

- In 2017, nearly 70,000 lives were lost due to addiction disorders, whether it be opioids, heroin, cocaine, meth, alcohol, etc. -- more than the combined deaths from AIDS, car wrecks and gunshot victims
- Of adults ages 18-25, one in five now suffer from opioid addiction or other SADs
- Costs to society include \$130 billion in lost productivity, \$20 billion in healthcare, and \$40 billion for drug control.
- Employers in the flooring industry are experiencing major trouble finding and retaining employees because of the magnitude of the problem
- In addition to the costs to society, entire families suffer along with the addict: from the destruction of the addict’s health, to the torment that the family goes through emotionally and financially, and if untreated, the death of the loved one

The HMAC Team is also committed to tearing down misconceptions about addiction, which is truly a disease. The use of addictive substances affects the midbrain, initiating a massive release of dopamine (a “reward” chemical) that creates the “high” or intense pleasure the addict feels and craves. The substance subsequently becomes the midbrain’s primary focus, more important than anything else: food, health, family, friends, faith, etc. Eventually, the spiral of addiction severely damages the prefrontal cortex of the brain, resulting in a disconnect between the way a person thinks and their heartbreaking actions and destructive behavior. Said Eanes, “If you’ve ever heard a family member make the statement that their addicted loved one ‘just isn’t themselves anymore’, this disease is why.”

In partnership with The Blanchard Institute, Halstead/Metroflor is committed to raising the fully tax deductible \$1 million in donations through a 501c3 partnership with “Faith in Four: Recovery, Prevention,

Education and Treatment". Contributions will fund scholarships to rehabilitation facilities for those in need who cannot otherwise afford treatment, to the following organizations:

The Blanchard Institute, Charlotte, NC  
Damascus Road Recovery, Covington, GA  
Genesis Ministries, Kennesaw, GA  
Hope House, Port Jefferson, NY

Said Eanes, "Given that the typical insurance deductible cost to families for addiction rehabilitation is \$8,000, the HMAC team hopes to reach the goal of \$1 million to provide scholarships for 125 families. In theory that could save 125 LIVES and 125 FAMILIES!"

To support this cause and for more information, visit Halstead/Metroflor's "Save an Addict. Save a Family" [GoFundMe](#) page or contact us at: [HMAC@metroflorcorp.com](mailto:HMAC@metroflorcorp.com)

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