



**Depression and Bipolar
Support Alliance**

CONTACT: Gloria Pope
(312) 988-1164
cell: (773) 259-6031
gpope@DBSAAlliance.org

Karen Kraft
(312) 988-1178
kkraft@DBSAAlliance.org

FOR IMMEDIATE RELEASE

Watch Mental Health Leader Larry Fricks on *The Today Show*

(CHICAGO, January 7, 2008) – **On Wednesday, January 9, 2008, between 8:00 and 9:00 a.m. EST**, nationally recognized consumer leader Larry Fricks, vice president of peer services for the Depression and Bipolar Support Alliance (DBSA), will be featured on **NBC's *The Today Show***. Fricks will discuss his personal story as highlighted in *Strong at the Broken Places*, the newly-released book by Richard M. Cohen, the three-time Emmy Award-winning journalist and *New York Times* bestselling author of *Blindsided*. Cohen has lived with multiple sclerosis for over 25 years and spent three years chronicling the lives of Fricks and four others who also live with chronic illnesses. His new book shares their remarkable and inspirational stories. As Cohen himself says, "This book profiles five strong people on the front lines of illness. Each fights a different war....they are extraordinary for their resolve....They, and their families, speak from the heart and tell their stories with pride."

"Hope is to the soul what oxygen is to the body," Fricks tells Cohen in the book. "Hope to me is the key to recovery. We can encourage hope with practices every day. I start each day reading something hopeful. I really do." Fricks was diagnosed with bipolar disorder in 1984. Originally in denial of his illness, he spent much of the mid 1980s in and out of mental hospitals, using alcohol to control his manic periods. Today, Fricks is internationally known for designing certified peer specialist programs across the United States during his nearly 13 years as director of Georgia's Office of Consumer Relations and Recovery. In his role as DBSA's peer services VP, his primary responsibilities are to develop and implement new recovery-oriented services and peer-led programs which focus on issues such as whole health.



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To learn more about DBSA, visit www.DBSAAlliance.org.

To find out more about peer services, visit www.DBSAAlliance.org/peerinfo.

To find out how to support DBSA, visit www.DBSAAlliance.org/donate.

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The Depression and Bipolar Support Alliance (DBSA) is the nation's leading patient-directed organization focusing on depression and bipolar disorder. The organization, which has more than 1,000 support groups nationwide, fosters an understanding about the impact and management of these life-threatening illnesses by providing up-to-date, scientifically based tools and information.

Assisted by a 65-member scientific advisory board comprised of the leading researchers and clinicians in the field of mood disorders, DBSA supports research to promote more timely diagnosis, develop more effective and tolerable treatments, and discover a cure.

Nearly 5 million people receive information and assistance each year.

For more information, please visit www.DBSAAlliance.org or call (800) 826-3632.