



January 22, 2018

Alderman Michael J. Murphy  
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## **Light & Unite Red Campaign for substance abuse awareness**

*Alderman Michael J. Murphy shows his support for substance abuse awareness*

**Alderman Michael J. Murphy** would like to alert the public to the Milwaukee Fire Department's Light & Unite Red Campaign, which creates awareness around substance abuse, promotes prevention, treatment, and recovery support.

In an effort to create more awareness, the Milwaukee Fire Department stations will be lighting their entrance with a bright red light from Monday, January 22 to Sunday, January 28.

Ald. Murphy has been a vocal about the public health crisis of opioid addiction in Milwaukee and nationwide. The alderman has been a driving force in creating partnerships to solve the rising death rate due to overdoses.

Ald. Murphy says, "I hope this effort will draw more awareness to the growing problem in our community, now is the time to act and I'm proud of our fire department for taking a stance."

The Milwaukee Fire Department is partnering with Milwaukee County's Behavioral Health Division, the Milwaukee County Substance Abuse Prevention Coalition (MCSAP), and 50 public, private, and non-profit organizations.

The color red is not only the color associated with fire departments, it's also the national color for substance abuse.