
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

September 25, 2019

Ald. Michael J. Murphy
(414) 286-3763

MEDIA ADVISORY

Alderman Murphy: City launch today for overdose awareness campaign

Today the City-County Heroin, Opioid and Cocaine Task Force (CCHOCTF), the City of Milwaukee Health Department (MHD), and Milwaukee Fire Department (MFD) will officially launch **Connections to Heal: Shining the Light on MORI** – a city-wide overdose awareness campaign event.

Alderman Michael J. Murphy, co-chair of the CCHOCTF, said the campaign initiative seeks to inform the public about the dangers and consequences of misusing prescription opioids, which have had a devastating impact on families and communities in Milwaukee. He said campaign images will be seen on city bus tails and shelters as well as billboards in both Spanish and English.

“Opioid addiction continues to plague the City of Milwaukee and this campaign will be aiming to reduce the number of overdoses by connecting those who need help or guidance to free resources addressing opioid and other substance use disorders,” Alderman Murphy said.

“The messaging is direct and clear and we believe it can make a difference in saving lives across the city and perhaps the region,” he said.

Speakers at today’s event include Alderman Murphy, **Mayor Tom Barrett**, Commissioner of Health **Dr. Jeanette Kowalik**, Fire Chief **Mark Rohlfing** and MFD **Captain Michael Wright**.

To learn more about the campaign, visit milwaukee.gov/opioids.

When: Today, Wednesday, September 25 at 4:45 PM

Where: Fire Station 31, 2400 S. 8th St.

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