



2003
THE
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Press Release

JOE ROBERTS TO RECEIVE COURAGE TO COME BACK AWARD

Vancouver, B.C., March 24, 2003 - Joe Roberts, 37, of Coquitlam is the 2003 Courage to Come Back Award recipient in the Chemical Dependency category.

Joe started using drugs at age nine in Ontario, moved on to alcohol, marijuana, LSD and cocaine as a young teenager, and got into intravenous drug use by the time he was 16. He was ³an angry young man,² he says now, with low self-esteem and family problems.

He moved on his own to Vancouver in 1986, becoming ³a weekend junkie, hustling² and doing transient labor. He soon found himself sleeping under the Georgia Viaduct.

He got into morphine in lieu of heroin and finally hit bottom in early 1991.

He got clean and has been ever since. He earned two sales and marketing diplomas, moved back to Vancouver in 1996 and worked successfully in sales. In 1998, he and a partner founded Mindware Design Communications. Joe is also a professional speaker. He's written a book, "The Seven Secrets to Profit from Adversity." His presentation, "Don't Buy the Lie about Getting High," has been delivered to thousands of B.C. students.

"Every day is a gift," Joe says; "every minute has to count."

Joe Roberts will receive his Courage to Come Back award at the fifth annual gala dinner on Thursday, April 24th at the Westin Bayshore Resort and Marina. For tickets please call 604-872-3502 or visit <www.coastfoundation.com>.

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Contact: Trish Gardham, Coast Mental Health Foundation, 604-872-3502, extension 260.