



44 Hampden Street
Springfield, MA 01103
Tel: 413-781-2801

Media Contacts:

- Geoffrey Oldmixon, Director of Marketing — 413-781-2801, Ext. 1558; goldmixon@wgby.org
- Marie Waechter, Director of Community Relations & Events — 413-781- 2801, Ext. 1547; mwaechter@wgby.org

FOR IMMEDIATE RELEASE

WGBY Screens *NOVA*'s "Addiction" in Springfield on 10/11 and in Greenfield on 10/15

Local PBS station and its partners welcome presenters and panelists as they explore the ground-breaking film and discuss issues of dependency and recovery from a scientific perspective.



Airing on WGBY Wednesday, Oct. 17 at 9 p.m., *NOVA* investigates the science of addiction and new discoveries about the brain that show how to treat America's deadly opioid epidemic.

SPRINGFIELD, MASS. — In the midst of the opioid crisis, and in a world in which many other diseases can be traced to addictive behavior, PBS's *NOVA* investigates. How does addiction work? How we can resolve this dire social and medical issue?

NOVA joins scientists and sufferers alike as they probe the mysteries of addiction. They are discovering that addiction is not simply a lack of willpower; drug abuse produces significant chemical changes in the brain—changes that are hard to control and hard to reverse. And it is not just drugs; alcohol, sugar, caffeine, and even exercise can incite addictive behaviors.

Prior to the national premiere broadcast (Wednesday, Oct. 17 at 9 p.m.) of the groundbreaking *NOVA* film, "Addiction," local public television station WGBY presents two free public advance screening events:

Thursday, Oct. 11 at CityStage in Springfield and Monday, Oct. 15 at Greenfield Community College in Greenfield. The screening events are free and open to the public and are sponsored by **Mercy Hospital**. Details are available at wgby.org/addiction.

SPRINGFIELD SCREENING THURSDAY, OCT. 11

In partnership with the [Springfield Public Forum](http://SpringfieldPublicForum.org), WGBY presents the film at CityStage in Springfield at 6 p.m. on Thursday, Oct. 11. The abridged film will be followed by a community discussion featuring expert panelists led by *NOVA* Education and Outreach Manager **Ralph Bouquet**.

Panelists include **Hampden District Attorney Anthony D. Gulluni**, **Marcy Julian**, Senior Western Mass. Regional Manager for [Learn to Cope](http://LearnToCope.org), **Liz Whynott**, Director of HIV Health and Prevention at [Tapestry](http://Tapestry.org)

[Health](#), **Della R. Blake**, Director of the Black Addiction Counselor Education (BACE) program at Adcare Educational Institute, and **Erin Daley**, the Director of Emergency Services at [Mercy Medical Center](#).

The panel was programmed in part by the [Hampden County Addiction Taskforce](#), which is co-chaired by the Hampden County Sheriff's Department, Hampden County District Attorney's Office, and **Alison Proctor** of the Springfield Dept. of Health and Human Services.

The screening is free and open to the public, but prior online registration is required for this Thursday, Oct. 11 event. Visit wgby.org/addiction to register.

GREENFIELD SCREENING MONDAY, OCT. 15

Meet the writer, director, and producer of *NOVA*'s "Addiction," **Sarah Holt**, following an abridged version of the film. The screening event takes place Monday, Oct. 15 at 6 p.m. at [Greenfield Community College](#) in partnership with the college and with the [Franklin County Opioid Task Force](#). A thoughtful community discussion will follow with expert panelists.

Panelists include Franklin County Sheriff Christopher J. Donelan and internist Dr. Paul Carlan of Valley Medical Group in Greenfield.

The screening is free and open to the public; no pre-registration required for this Monday, Oct. 15 event.

ABOUT WGBY

WGBY (wgby.org) is a community-supported public broadcasting organization connecting the people of western New England to events, ideas, and each other through national PBS programming and locally produced content. With four digital television channels, video on demand, podcasting, and streaming video, WGBY is one of the region's most accessible community institutions. WGBY is available over the air on digital channel 57-1 and on cable throughout western Massachusetts and northwestern Connecticut and can be seen in high definition in western Massachusetts at Comcast 857, Time Warner 1807, Charter 782, and over the air on channel 57.

ABOUT NOVA

Now in its 45th season, *NOVA* is the most-watched primetime science series on American television, reaching an average of five million viewers weekly. The series remains committed to producing in-depth science programming in the form of hour-long (and occasionally longer) documentaries, from the latest breakthroughs in technology to the deepest mysteries of the natural world. *NOVA* is a production of WGBH Boston. *NOVA* airs Wednesdays at 9pm on WGBY public television for western New England and most PBS stations. The Director of the WGBH Science Unit and Senior Executive Producer of *NOVA* is Paula S. Apsell. "Addiction" is a *NOVA* production. Written, directed, and produced by Sarah Holt. Deputy Executive Producer for *NOVA* is Julia Cort.