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David Lawrence Center Launches CrossroadsNaples.org

Naples, FL – The David Lawrence Center, Collier County’s only comprehensive, not-for-profit mental health and substance abuse treatment facility serving children, adults and families, is pleased to announce the launch of CrossroadsNaples.org, a new online resource for individuals seeking help with substance dependence and addiction issues.

The David Lawrence Center Crossroads program has been empowering individuals to heal from addiction since 1986 when it originally opened as a residential substance abuse treatment center in Immokalee. Today, Crossroads includes newly renovated, state-of-the-art facilities now located in Naples on the Center’s beautiful 8-acre campus and includes refreshing gardens, outdoor lanais, a fitness court and a screened pool area. In addition to new facilities, the program has evolved to a full continuum of comprehensive substance abuse services with integrated holistic and complementary services using the most innovative treatment methods available. While the program has flourished to serve more than 723 clients in 2014, Crossroads had limited online ability to showcase these new services to clients and provide resources for their families while being hosted on a single page within the David Lawrence Center website.

“With our new Crossroads website, we have really focused our attention on providing helpful resources for those struggling with substance dependence and addiction including family members and caregivers. With dynamic and interactive resources, we believe that CrossroadsNaples.org will be a nationwide resource for individuals that are seeking life-changing wellness and recovery options.” said Scott Burgess, CEO of David Lawrence Center.

CrossroadsNaples.org is designed to help individuals find help for themselves, their family, or their patients. The site features information about available treatment options from inpatient detoxification, residential programs, intensive outpatient treatment as well as complementary programs such as medication-assisted treatment, pet therapy, yoga, art therapy, equine-facilitated psychotherapy and comprehensive wellness programs. Many

past clients have also shared their success stories on the new website in the hopes of inspiring others to get help now. Extending a reach beyond Southwest Florida, the David Lawrence Center has integrated a blog with healthy lifestyle tips, a great deal of video content as well as a Twitter hashtag #crossroadstod to share inspirational quotes in the “Thought of the Day” section.

The website was designed by Atilus, a full-service digital agency specializing in web development and online marketing for clients throughout the country. The agency partnered with David Lawrence Center by donating a portion of the development fees. In order to help David Lawrence Center achieve its goals for the Crossroads website, Atilus provided the following solutions: a custom, responsive design, a content management system, search engine optimization, email marketing system integration, lightweight and user-friendly photo galleries, dynamic blog connectivity, and a site organization plan for managing a plethora of information with multiple target audiences.

Zack Katlin, Atilus President and CEO, shared, “Typically we appreciate just getting an opportunity to help the businesses we work with succeed, but in this case Crossroads’ own mission - to empower individuals and help them heal - makes our own efforts with the website and ongoing online marketing that much more meaningful.”

For more information about Crossroads at David Lawrence Center, visit CrossroadsNaples.org or call 239-354-1428.

David Lawrence Center is the Southwest Florida-based, not-for-profit leading provider of behavioral health solutions dedicated to inspiring and creating life-changing wellness for every individual. The Center provides innovative, comprehensive inpatient, outpatient, residential and community based prevention and treatment services for the one in four local children and adults who experience mental health, emotional, psychological and substance abuse challenges. David Lawrence Center has eight locations in Collier County and touches the lives of more than 50,000 people each year. For more information about David Lawrence Center call [239-455-8500](tel:239-455-8500) or visit www.DavidLawrenceCenter.org.