

RE: PRESS RELEASE - AN EVOLUTION IN GAMBLING TREATMENT - 21 STEPS!

Attention Health and Wellness Service Providers:

21 STEPS TO STOP GAMBLING - An EVOLUTION in effective treatment for gambling related distractions and problems.

Calgary, AB, Canada September 17, 2007:

Stop Gambling Inc., and 21 Steps to Recovery & Beyond Ltd., both Calgary-based, privately owned companies have designed a revolutionary 21 STEP system to aid individuals and their families who are in need of direction to help them to recover from adversity and aftermath caused by gambling losses.

The program is known as:

“Shawn and Drew’s 21 Steps to STOP Gambling System and Workbooks”

This system incorporates the expertise of over 20 individuals, including problem gambling counselors, therapists, psychologists, problem gamblers, non gamblers, recovered gambling addicts and responsible gamblers, created to be the worlds most comprehensive and complete recovery oriented step-by-step methodology to build and sustain a successful recovery. None of the program creators are government officials or medical health professionals.

Beginning with problem identification, the user walks through an innovative 21 day methodology that consists of 21 self help workbooks and an online support mechanism that assists them with “HOW TO” reprogram the perceptions that comprise their attraction to gambling and the prospect of gambling.

In the 21 STEPS TO STOP GAMBLING approach, participants are guided through the specific knowledge that is required and often lacking within clients to be able to learn how to effectively build: self confidence, support networks, a healthier form of hope, and an enriched knowledge of how to effectively handle money and financial responsibility.

The system promotes healthy, balanced personal priorities and aids in the “cleaning up” of financial, emotional and family trauma that may have resulted from adversity caused by problem gambling.

The 21 STEP SYSTEM serves as a tool for recovery accountability partners, including focusing the support available from counselors, therapists, recovery peers, and group therapies.

The system is currently becoming the base of curriculum for a growing list of treatment centers, and Employee Assistance Programs (EAPs) that are beginning to experience the challenge of “How to Effectively” service problem gamblers in need of recovery guidance.

The Step One Workbook “Admitting You Have A Problem” can be downloaded on-line from the web site www.21stepstostopgambling.com for no charge. Steps 2-21 plus a lifetime of online support can be ordered on-line for \$310.00 (Canadian or USD) through the web site www.recoveryandbeyond.net.

QUOTE FROM PROGRAM PARTICIPANT:

“Admitting you have a problem or may have a problem is the first step on the road to recovery.

In my experience quitting has never been an effective approach to treating the problem. I quit gambling several times. Now I am learning how to STOP GAMBLING, that requires a completely different mindset and approach to building upon my state of recovery and life.”

Drew Hartt – Professional Golfer, On the ROAD to Recovery.

QUOTE FROM PROGRAM DESIGNER AND AUTHOR:

"Up until this point in time recovery from gambling has only been done it has never been understood. Now, we are able to share our understanding of "How To Recover" effectively with the many millions of people around the world who struggle with distractions and adversity that is being caused by gambling.

Because gambling is a "pure" addiction, meaning a substance is not required to obtain a high, solving gambling problems and aftermath is very different from solving problems related to alcohol or drug addiction.

When it comes to prescribing effective forms of treatment and solutions for gambling it is important to understand that your mind becomes of your own design, in order for treatment to be effective, it has to be as much about unlearning bad habits and perceptions - about money and hope - as it is about learning new habits and creating healthier perceptions about how to create your own personal best way of being"

Shawn Jordan, Author for the 21 Steps to STOP Gambling

About Shawn:

Shawn Jordan is the original author of Shawn and Drew's 21 Steps to STOP Gambling System and Workbooks. He used the process of writing the original manuscript to get him out of a gambling relapse. Today, Shawn is the Vice President of Production and Distribution at STOP Gambling Inc. He also is Vice President of Learning and Innovation for Money School Ltd. (www.money-school.com), where he guides the curriculum design and "much more than common cents" money education the company offers.

About Drew:

Drew Hartt is a long time friend of Shawn Jordan. The original 21 Steps manuscript was written to help Drew to overcome his gambling derailment, and reposition his sidelined professional golf career and aspirations back into priority.

Drew has competed in the PGA Tour's 1997 Greater Vancouver Open, is a former Canadian Tour member, has 18 holes in one, has scored 8 course record 64's in competition, but has struggled to retain his earnings made both on and off the course because of his attraction to VLT's and casino style gambling, a problem that has plagued him and his family for over 15 years.

Drew is currently working on building his current state of recovery into a lasting state by working through the Shawn and Drew's 21 Steps to STOP Gambling Workbooks and calling upon the support available in the 21 Steps to Recovery & Beyond On-Line support forums.

For more information regarding the 21 Steps to STOP Gambling, including the assigned title for each of the 21 Steps please refer to the web site: www.21StepsToStopGambling.com. The 21 Steps to STOP Gambling System and information has been included in the production and editorial content of: CBC Television, MAXIM Magazine, Benefits Canada Magazine, and SHAW CABLE 10 (Calgary) Television.

For more information regarding this press release please contact "Erika Tibbe" at (403) 999-8778 or via email at erika@recoveryandbeyond.net.