

FOR IMMEDIATE RELEASE



BRC Chelsea-Bound Program Receives National 2010 Lilly Reintegration Award

INDIANAPOLIS (October 15, 2010) – Bowery Residents’ Committee, Inc. (BRC) today was awarded first place honors (housing category) at the 2010 Lilly Reintegration Awards ceremony held at the Indianapolis Hilton in Indianapolis, IN, the global headquarters of Eli Lilly and Company, and the Eli Lilly Foundation. BRC was selected from scores of applicants for the success of its Reception Center program in helping people living with a mental illness find and retain housing and reintegrate into the community. The award is accompanied by a contribution of \$5,000 from the Eli Lilly Foundation.

BRC Executive Director Muzzy Rosenblatt and Reception Program Director Janet Forte accepted the award on behalf of BRC. “Our clients come to us with hope, and we offer them the opportunity to reclaim their lives and achieve their potential. And they do just that. I accept this award proudly in recognition of the people we serve, and the success they achieve. And I congratulate Janet and the staff of the Reception Center for this recognition of the passion they bring and the success they enable through their great work,” said Rosenblatt. The award was presented by Bart Peterson, former Indianapolis Mayor and Senior Vice President of Eli Lilly and Company, and Dr. Ralph Aquila, Chair of the Lilly Reintegration Awards Judging Panel.

Since 1997, Lilly Reintegration Awards have celebrated the achievements of those in the community who dedicate themselves to improving the lives of individuals with serious mental illnesses, and the achievements of those living with schizophrenia or bipolar disorder who battle tremendous odds to improve their own lives and the lives of their peers.

Located at 324 Lafayette Street, in Manhattan’s Noho neighborhood, the Reception Center is funded by the NYC Department of Homeless Services to serve chronically homeless individuals who are living with serious and persistent mental illness. The Reception Center provides access to health and mental health services, along with case management services, with the aim of empowering clients to move from homelessness to independent housing. Clients are provided with post-placement housing support services to ensure their continued health and stability. Last year, 71 individuals from the BRC Reception Center successfully transitioned into housing. The Reception Center is one of several BRC programs that in 2011 will relocate to BRC’s new multi-service center at 127 West 25th Street in Chelsea.

For more information on BRC or the Reception Center, please visit www.brc.org.

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ABOUT BRC

Described by *The New York Times* as one of New York City’s “most respected charity groups” (March 7, 2005), BRC is among the most comprehensive, effective and fastest growing agencies in NYC serving homeless New Yorkers. We know how to effectively break the cycle of homelessness, and do so using a compassionate, respectful approach, and a comprehensive continuum of innovative services that help homeless men and women address their needs. Taken together, these programs offer health, mental health, treatment for addictions, vocational services, elder services, and supportive communities in which to live.