

The West Alabama Recovery Coalition sponsored another successful Recovery Month Event. The West Alabama Coalition is made up of 12 members of the recovery community.

We teamed up with ABC 33/40 to hold another Sober Tailgate. Our Sober Tailgate was September 12, 2015, which was the first home game of the season, in which Alabama played Ole Miss. It was located in the heart of Downtown Tuscaloosa, just 2 miles away from The Bryant Denny Stadium. We had close to 1,000 people in attendance. Most of our attendees were aware of the event, but many people were on their way to the game and decided to tailgate with us rather than go to the Quad. They were looking for a place to tailgate where they could bring their kids and enjoy Alabama football. We were happy to offer that.

Again, this was a completely free event. We offered lunch (BBQ sandwich, chips, soda & dessert), cotton candy, popcorn, snow cones, face painting, bounce houses and slide for the kids, corn hole, t-shirts, and live entertainment at no cost. We also had an opportunity for people to win door prizes, which consisted of Nick Saban signed memorabilia to restaurant gift certificates to a new set of tires. We had a jumbo screen which played current football games and a running scroll of the different agencies who sponsored the event.

We tailgated from 2-6 pm on September 12. This allowed everyone time to get to the game or return home to watch the game on Television which aired at 8pm. With the help of ABC 33/40 we were able to promote the event through TV commercials several weeks before the event. We also had radio commercials, billboards, posters hanging in storefronts as well as smaller "invitations" to hand out to people. We also had an article in the Tuscaloosa News the day before the event.

Our goal was to provide a family friendly environment and enjoy an Alabama game day. Our event has doubled in size and we are preparing for even more to attend next year.

We had a great time!
Come join us next year!
Jennifer Colvin
The Phoenix House



SOBER TAILGATE TUSCALOOSA

September 19, 2015

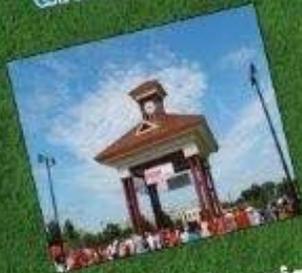
stay sober.
drink pepsi.



-VS-



Bounce Houses!!



Pre-game Viewing!

2:00 - 6:00
Government Plaza

DOWNTOWN TUSCALOOSA



BIG AL Appearance!!



Entertainment!

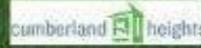
Full Moon BBQ
Popcorn
Cotton Candy
Snow Cones
Cornhole
Face Painting



Free T-shirts!

DOOR PRIZES!!

FREE EVENT - EVERYONE'S INVITED!



For event information contact Tara at Bradford Health Services 205.750.0227