



7500 Old Georgetown Road
9th Floor
Bethesda, MD 20814
T 301.654.6740
F 301.656.4012

THE CDM GROUP, INC. WINS APEX 2006 GRAND AWARD FOR EXCELLENCE

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[Faces of Change](#), a comic-book format publication written for the federal Substance Abuse and Mental Health Services Administration, won a 2006 Grand Award, the highest award bestowed by the APEX Awards for Publication Excellence in the category of One-of-a-kind Publications. *[Faces of Change](#)* is designed for reading-challenged adults in clinical treatment for substance abuse.

Of 5000 entrants in many categories, *[Faces of Change](#)*, written by Jason Merritt of The CDM Group, Inc., won one of the 105 coveted Grand Awards for concept and text, and an Award for Excellence for layout and design. The booklet was created as part of the Knowledge Application Program of CDM's client, the Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Treatment (CSAT).

The booklet tells the story of five "characters," each of whom is working through a different stage of recovery from drug or alcohol addiction. The booklet was extensively peer-reviewed by clinicians and field-tested. Over 90,000 copies were in use during its first six months after publication in October, 2005; it was reprinted in May of 2006.

Judges for the APEX awards pronounced *[Faces of Change](#)* "superbly done—this imaginative booklet makes its point with succinct, compelling copy and beautifully rendered illustrations—rather like a high-class comic book, which makes the content both inviting and easy to digest for all readers, including those who find reading difficult. A very effective communications technique which perfectly targets the audience."

The full-color comic-book format was a "first" for CSAT and has proved to be popular with clinicians whose clients struggle with reading, and for whom the booklet mirrors the steps necessary for recovery, and the daily challenges of resisting the "triggers" that lead to drug or alcohol abuse.

The APEX Awards for Publication Excellence have been given annually for the last 18 years to contenders representing government contractors, leading corporations, advertising and marketing firms, and national publications. More information on the awards can be found at www.apexawards.com