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White Sox Partner With Drug Treatment Center On New Campaign

By Eric Fisher, Staff Writer

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The White Sox have partnered with Illinois-based drug and alcohol treatment center Footprints To Recovery to create a new addiction recovery awareness campaign. The "Batting For Better Days" effort will include a pregame recognition Sunday at Guaranteed Rate Field of caregivers and medical professionals in the addiction treatment community and a donation to Chicago White Sox Charities. A portion of ticket sales to the game will also be donated to Footprints To Recovery's scholarship fund.

The deal represents the first sports partnership for Footprints To Recovery, and the campaign is under consideration for an '18 rollout as well. "Addiction has been so stigmatized, so we're trying to connect with big brands like the White Sox that our potential clientele may align with," said Footprints To Recovery CMO **Elliott Wolbrom**, whose company has treatment facilities around the country.

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