



Reading
Coalition
Against
Substance
Abuse

PRESS RELEASE



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FOR IMMEDIATE RELEASE

RCASA AND JORDAN'S FURNITURE TO HOST IMAX SCREENING OF "THE FIRST DAY", A POWERFUL DOCUMENTARY FEATURING CHRIS HERREN

Reading, MA- August 27, 2019

The [Reading Coalition Against Substance Abuse \(RCASA\)](#) and [Jordan's Furniture](#) will host a special documentary film screening of *The First Day* on September 25, 2019 from 7:00pm to 9:00pm in Jordan's Sunbrella IMAX Theater at 50 Walkers Brook Drive in Reading, MA. It is free of charge and open to the public. Jordan's Furniture has graciously donated the Reading Sunbrella IMAX 3D Theater for three previous RCASA film screenings to raise awareness about substance abuse prevention. These screenings bring together adults and teens to better understand the complexities of addiction and support the prevention movement.



The First Day is an innovative documentary directed by [Jonathan Hock](#) and presented by Center on Addiction and Cigna. Filmed at public and private high schools over the course of a year, the film chronicles [Chris Herren's](#) journey revealing his profound connections with high school students who, in turn, have shared their stories of struggle and strength. Through the power of storytelling, *The First Day* addresses issues impacting teens and communities from substance use to mental wellness and harmful behaviors. Herren's words resonate and make an impact with a focus on the beginning. To view the film trailer, visit www.TheFirstDayFilm.com

PRESS RELEASE CONTINUED

Chris Herren was a high school basketball legend from Fall River, Massachusetts, who went on to play at the college, in the NBA and overseas before losing it all to the disease of addiction. In recovery since August 1, 2008, Chris shares his story nationwide with the hope of reaching just one person and making a difference. His recovery journey has been documented in the bestselling memoir, "Basketball Junkie," the Emmy-nominated ESPN Films documentary, "Unguarded," and in countless local, national and international stories by The New York Times, The Boston Globe and Sports Illustrated, among others.

To RSVP for this free film screening of THE FIRST DAY featuring Chris Herren, email Erica McNamara, RCASA Director at emcnamara@ci.reading.ma.us Or sign up at <https://conta.cc/325UMXT>

About the Reading Coalition Against Substance Abuse (RCASA)

RCASA, established in 2006 by town leaders and residents, mobilizes community partners, residents and youth to reduce substance abuse in Reading, Massachusetts. The Executive Partners of RCASA are the Town of Reading, Reading Police and Reading Public Schools. Our staff includes a Director and Outreach Coordinator with support from a 24-member Board of Directors. With federal grant and municipal support from the Town of Reading, we offer Substance Abuse Prevention and Mental Health First Aid programs. To increase access to mental health services for Reading residents, we sponsor the Interface Referral Service, operated by William James College. Visit www.reading.k12.ma.us/community/rcasa/

About Jordan's Furniture

Jordan's Furniture, the premiere furniture and mattress retailer in New England, has one of highest grossing sales per square foot records in The United States. With indoor features like Beantown, Sunbrella IMAX 3D Theaters, a 4-level ropes course, indoor water shows, an iconic holiday village display, and full-service restaurants, Jordan's Furniture is the leader in combining entertainment with shopping. Store locations are destinations, with the average time spent on-site over double the industry average. Customer Service at Jordan's is paramount. Jordan's 1400 employees, the "J-Team", excel at providing an unparalleled shopping experience. Established over 100 years ago and starting as a family business, Jordan's Furniture is a community leader in their markets and believes in giving back to the community through charitable partnerships. They currently have six store locations including Avon MA, Natick MA, Reading MA, Nashua NH, Warwick, RI and New Haven CT, along with a Distribution Center Taunton, MA. Visit www.jordans.com

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