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IN HONOR OF NATIONAL RECOVERY MONTH, TWO WISCONSIN-BASED COMPANIES DONATE OVERDOSE AID KITS CONTAINING NARCAN TO OSHKOSH ARENA

Milwaukee - According to the CDC, 2.1 million people were diagnosed with opioid use disorder, and 100,000 died from a drug-related overdose in 2021. A non-profit named [Start Healing Now](#) is partnering with national pharmacy benefits solution provider, [Serve You Rx](#) to curtail this trend, save lives, and advocate for individuals and families impacted by substance use disorder. In honor of National Recovery Month, the companies are donating and installing five Overdose Aid Kits in Oshkosh Arena in Oshkosh, Wisconsin, on Thursday, September 29, 2022, from 11:00 a.m. – 12:00 p.m. CDT.

Overdose Aid Kits, or OAKs, are boxes that include the lifesaving drug Narcan, information on how to administer it in an emergency, and other information and resources for those impacted by the opioid epidemic. Narcan is the brand-name nasal spray formulation of the drug naloxone, which is a medication used to reverse the effects of an opioid overdose. It is safe for everyone to use, has no potential for abuse, and has minimal to no side effects.

"We want to make Narcan accessible on a no-questions-asked basis, so anyone can add it to their first-aid kit without worrying about the stigma of substance-use disorder," said Justin Jasniewski, CEO of Serve You Rx. "We firmly believe this approach saves lives."

"And we're passionate about supporting those in recovery," added Serve You Rx Outreach Program Manager and Start Healing Now President Jessica Geschke. "OAKs should be as prevalent in our society as defibrillators." Four OAKs allotted for the arena installation were gifted to Start Healing Now by the Terry Fritz Memorial Foundation. Terry Fritz died in 2014 due to a heroin overdose. His family created the Foundation to educate people about the signs of substance use disorder and provide access to rehabilitation, support, and counseling services.

The Oshkosh Arena is Oshkosh's premier concert and live engagement center. Home to the Wisconsin Herd and Wisconsin GLO, the venue has welcomed over 200,000 attendees to its' various events since opening in 2017. "Our goal is to ensure Oshkosh Arena is a place for our patrons to enjoy safely," said Anthony Alvarado, Creative Director of Oshkosh Arena. "We're proud to make OAKs available to anyone that attends our events. Unfortunately, Winnebago County is experiencing some of the highest overdose rates in the state. We are making these kits available to ensure harm reduction resources are available in our community."

To learn more about purchasing OAKs and refilling their contents, visit <https://overdoseaidkit.com>.

ABOUT SERVE YOU RX

Serve You Rx is a full-service pharmacy solutions provider based in Milwaukee, Wisconsin, specializing in pharmacy benefit management, mail order services, and specialty medication management. For more than 35 years, Serve You Rx has collaborated with benefit advisors, third-party administrators, and employer groups to design and deliver strategies that reduce prescription drug costs and improve consumer access to affordable and clinically appropriate medication therapies. Serve You Rx is privately held, and our owned assets include our Specialty Pharmacy, mail order pharmacy, and member service call center.

ABOUT START HEALING NOW

Start Healing Now, founded in 2013, supports individuals and their families on the path to long-term recovery from substance use disorder. This non-profit organization provides a solid base of continuous care, including resources and financial assistance for safe and structured sober living homes, education, transitional aftercare programs, and free access to the lifesaving drug Narcan.