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FOR IMMEDIATE RELEASE

Ashley Addiction Treatment Selects Tara Handron as First Vice President of Engagement

Venerable treatment specialist and critically-acclaimed actor and playwright to lead regional outreach and alumni and fundraising initiatives

Havre de Grace, Md. (February 16, 2021) — [Ashley Addiction Treatment \(Ashley\)](#), one of the world’s most recognized and respected names in the substance use disorder treatment industry, is pleased to announce that Tara Handron joins its team as its new vice president of engagement.

“We are very excited to welcome Tara to our team during this crucial time when substance use is on the rise and we continue to be uniquely challenged by the coronavirus pandemic,” said Alex Denstman, senior vice president and chief growth officer at Ashley. “Tara is a seasoned professional who embodies a profound passion for helping others by shining a light on addiction in brilliant and creative ways. We look forward to her fresh approach on continuing to build the Ashley brand and broaden our reach regionally as well as strengthening our fundraising programs and relationships with alumni who look to us as a stabilizing force during these unpredictable times.”

Ashley has more than 50,000 alumni from across the country who have received treatment at one or more of its locations including its full-service inpatient campus in Havre de Grace, outpatient facilities in Bel Air and Elkton and gender-specific care homes in Churchville and Bel Air. In this newly created role, Handron will work alongside Ashley’s executive team to bolster current and future fundraising activities and find new avenues in which the organization can support alumni and their families with their continued recovery.

“I’ve dedicated my life’s work to reducing the unrealistic stigma that’s attached to alcoholism and recovery by spreading awareness and hope, and much of the time, in creative and dramatic ways!” said Handron. “I’m thrilled to be joining an organization with an unshakable legacy of championing women in recovery and a stellar reputation for research, innovation and leadership within the treatment field.”

Handron joins Ashley after serving as regional vice president at Caron Treatment Centers for over 10 years where she led the overall growth and development of the greater Washington region, identified and developed strategic partnerships, and established and managed its area office location. She also wrote and stars in a one-woman show based off her master’s thesis, *Drunk with Hope*, that illuminates women’s struggles with alcoholism and recovery. The play has been performed at venues all over the country and regularly appears in Chicago. She holds a



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Bachelor of Fine Arts in Drama from New York University's Tisch School of the Arts and a Master of Arts in Communication, Culture and Technology from Georgetown University.

To learn more about Ashley or to view the extensive list of services it provides to those who suffer from a substance use disorder, please visit ashleytreatment.org.

ABOUT ASHLEY ADDICTION TREATMENT

Ashley Addiction Treatment (Ashley) is a nationally recognized leader in the integrated, evidence-based treatment of substance use disorders. Ashley's expert staff implements a comprehensive program for patients that integrates a full spectrum of medical, clinical and holistic treatment methods. Ashley's driving principle – "everything for recovery" – reinforces its timeless mission to heal each individual with respect and dignity, and reflects its ongoing commitment to meet new challenges. Accredited by The Joint Commission and a division of Ashley Inc., a 501(c)(3) non-profit organization, Ashley has treated nearly 50,000 patients since its inception in 1983 and has awarded more than \$65 million in scholarships to assist patients in their recovery. Ashley's expansive offerings include inpatient as well as outpatient treatment, sobriety enrichment, community outreach, family and children's education and specialty programs. For more information, please visit www.ashleytreatment.org.

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