



**MEDIA RELEASE**

**March 2014**

## **Top Asian Alcohol and Drug Rehab to Raise Awareness about the Latest Addiction Treatment Methods across the Middle East this March**

The many challenges countries in the Middle East face in their campaign against drugs, including access to treatment due to harsh laws, religious and cultural issues, has led to a year-on-year 40% increase in Middle Eastern clients at The Cabin Chiang Mai – Asia’s leading drug and alcohol rehab centre. Concerned about the serious shortage of credible and effective treatment options in the region, this March, senior Cabin staff will fly to Kuwait, Qatar, the UAE and Oman to conduct a series of exclusive meetings with professionals in the addiction and medical communities as well as government officials who want to learn more about the most effective addiction treatment methods.

*The meetings will take place on the following dates in the following countries*

- Kuwait, Kuwait City: 16 -17 March
- Qatar, Doha: 18 March
- UAE, Dubai & Abu Dhabi: 19-23 March
- Oman, Muscat: 24-25th March

These meetings, which will be led by The Cabin’s Clinical Programme Director Alastair Mordey – a specialist in the “All Addictions” treatment model, are a great way to exchange information about addiction and treatment in the local community as well as foster collaboration in the region. But more importantly, they offer people working with addiction in the Middle East the opportunity enter a mutually beneficial partnership with Asia’s top rehab centre whilst learning about The Cabin’s innovative and effective treatment approach.

The Cabin treats both chemical (drug and alcohol) and process addictions using a unique treatment model that integrates CBT and 3 Circle techniques with a modified version of the 12 Steps, which is culturally-sensitive and more suited to treating people from different backgrounds and beliefs. The programme is enhanced by Mindfulness and exercise therapy and includes relapse prevention coaching and dedicated aftercare.

With an emphasis on confidentiality and family support, The Cabin draws clients from all over the globe as it is able to offer world-class treatment and accommodation at approximately 1/3 of the rates quoted by similar facilities in the West.

**If you are interested in a private meeting, please email [meetings@thecabinchiangmai.com](mailto:meetings@thecabinchiangmai.com)**

**ENDS**

*For more information please contact The Cabin Chiang Mai directly or their PR representative **Edelman Healthcare** at:*



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### **About the Cabin**

*The Cabin Chiang Mai is Asia's most respected inpatient drug and alcohol treatment centre, with two facilities and a secondary treatment Sober House located in Chiang Mai. Since 2009 the Cabin has treated over 800 men and women from around the world with a programme completion rate of 96% and a recovery rate amongst the highest in the world.*

*The unique programme at The Cabin uses 3 Circles, which combines CBT, a secularized version of 12 Steps, mind mapping, mindfulness therapy and physical exercise therapy. A fully inclusive 28 day programme at The Cabin Chiang Mai costs \$12,900, about a third of the cost of private rehabs in countries such as Australia.*