



MEDIA RELEASE

Thursday 28 June

PETE DOHERTY ENTERS REHAB CLINIC, THE CABIN CHIANG MAI

Following weeks of speculation, UK musician Pete Doherty has checked into one of the world's most respected rehabilitation centres in Thailand in the hope that he can finally beat his addictions.

Doherty flew to The Cabin Chiang Mai this week escorted by his manager Andy Boyd. Doherty's stay at The Cabin will see him undergo a rigorous treatment programme designed to lead to recovery once and for all.

Doherty has battled drug addiction and been in and out of rehab since as far back as 2004. Most recently he confirmed that he is still using heroin and crack cocaine.

This will be the first time Doherty has entered The Cabin, which claims its addiction recovery rate is amongst the highest; utilising the best counselling methods available in the treatment of addiction. The Cabin has proven a popular destination for addiction sufferers based in the UK and also Australia, due to its location which is close by, but far away enough from addiction triggers, to aid in the recovery process.

While at The Cabin, Doherty will undergo extensive Cognitive Behavioural Therapy (CBT), combined with a modern approach to the traditional Twelve Step method, which has been 'secularised' and 'rationalised' by its clinical team, to better suit modern addiction terminology and treatment, along with workshops in mindfulness and mind mapping.

It is likely Doherty will undertake a tailored exercise programme including yoga and pursuits such as elephant trekking, to participate in a comprehensive, modern and holistic approach to treatment along with in-house medical care and 24-hour nursing under the supervision of Thailand's foremost experts on addiction and detoxification.

The Cabin's aftercare provider and evidence based researcher, Cameron Brown, says that Pete is demonstrating his desire to commit to long term recovery by entering an effective treatment programme far away from the distractions and chaos of life in the UK.

"I think he's probably seen enough of the clinical environment of most western centres and wants to experience life in full colour again", said Mr Brown.

ENDS

About the Cabin

The Cabin Chiang Mai is Asia's most respected 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 300 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 combines CBT, the 12 Steps, mind mapping, mindfulness therapy and physical exercise therapy. A fully inclusive 28 day programme at The Cabin Chiang Mai costs \$12,000, about a third of the cost of private rehabs in Australia.

Cameron Brown is the aftercare provider and evidence based researcher of The Cabin Chiang Mai. He is a registered Psychologist with the Psychology Board of Australia and an Associate Member of the Australian Psychological Society. Having served on site as The Cabin's psychologist, he is now based on the Gold Coast Australia, where he offers ongoing psychological support to reformed addicts returning from The Cabin.

www.thecabinchiangmai.com.

*For more information, please contact **Edelman Healthcare***

Katy McMillan, Senior Account Manager

+61 (02) 9291 3396, katy.mcmillan@edelman.com

Amy Sanders, Assistant Account Executive

+61 (02) 9291 3364, amy.sanders@edelman.com