

MEDIA RELEASE

OVERDOSE AWARENESS THROUGHOUT AUGUST

Alliance to HEAL and Partners Collaborate to Remember Those Lost to Overdose in our Community.

Media Release Date: 8/6/2025

For More Information Contact: Laura Runchey, 608-498-7606, lrunchey@lacrossecounty.org

Communities all over the Coulee Region and around the world are coming together throughout August to remember those who have lost their lives or suffered permanent injury due to drug overdose. Observed on August 31 every year, International Overdose Awareness Day seeks to create better understanding of overdose, reduce the stigma of drug-related deaths, and create change that reduces the harms associated with drug use.

La Crosse County Health Department and the Alliance to HEAL partners will be coordinating multiple events during the month of August:

Bridging the Gap: Treatment Resource Fair

August 12 from 3:00-6:00PM at Coulee Recovery Center

City-County Proclamation and Movies with a Mission: Heroin(e)

August 26 from 5:30-7:00PM at La Crosse Public Library-Main Branch

Candlelight Vigil Service

August 27 Starting time 5:30PM at Coulee Recovery Center

**Free Narcan will be available at all Overdose Awareness events throughout August.*

We welcome community participation in an awareness campaign occurring throughout La Crosse County. For community members, yard signs are available that encourage support for those living with addiction as well as ending the associated stigma. For businesses, outreach kits and yard signs are available to provide education and materials that support overdose prevention. To request a business kit, visit alliancetoheal.com and click join the campaign. Yard signs can be picked up at the following locations (while supplies last):

- La Crosse County Human Services (300 4th St)
- City Hall Lobby (400 La Crosse St)
- Fire Station 2 Entrance (1400 La Crosse St)
- Fire Station 4 – Charles St Entrance (920 Gillette St)
- Black River Neighborhood Center (1433 Rose St)
- La Crosse Public Library (800 Main St)
- Coulee Recovery Center (933 Ferry St)
- Vivent Health (811 Rose St)

Overdose can happen to anyone. Together, we can end the stigma.

Visit the Alliance to HEAL website, alliancetoheal.com, for more resources and upcoming community events: [Overdose Awareness Month 2025 - ALLIANCE TO HEAL](#)

