MARSTM (Medication-Assisted Recovery Services) Asserts Leadership With New Strategic Branding Initiative: Re-launch Includes All New Brand Identity, Web Site, Training Offerings, and Much More

Medication-Assisted Recovery Services (MARSTM), part of a leading national nonprofit organization that provides peer support services and training that address the needs of the medication-assisted recovery community, announced the launch of its comprehensive new strategic branding initiative. Representing the culmination of a nearly yearlong process in which the project closely examined its current programs and operations as a way to plan for the future, MARS unveiled its new face to coincide with the launch of its first Ethics Training for Recovery Coaches that was held in late June 2013.

New York, New York (PRWEB) July 19, 2013 -- Medication-Assisted Recovery Services (MARSTM), part of a leading national nonprofit organization that provides peer support services and training that address the needs of the medication-assisted recovery community, announced the launch of its comprehensive new strategic branding initiative. Representing the culmination of a nearly yearlong process in which the project closely examined its current programs and operations as a way to plan for the future, MARS unveiled its new face to coincide with the launch of its first Ethics Training for Recovery Coaches that was held in late June 2013.

Included among the many elements that MARS developed as part of its evolution were its new brand identity (including logo, tagline, look and feel), Web site, social media campaign, and at the center of it all, an expanded menu of unique training offerings for patients, recovery coaches, and addiction professionals. Ultimately, each of these new brand and communication components will showcase all that MARS currently has to offer, helping to grow visibility, awareness, and support for the services by those who want to participate in the program’s many training opportunities.

Among the many outstanding trainings that are currently being offered by MARS this August, September, and October are its Beyond MARSTM Recovery Coach Academy, Medication-Assisted Treatment (MAT) for Recovery Coaches, Ethics for Recovery Coaches, and Beyond MARSTM Implementation Team Training. The Beyond MARS Implementation Team Training is the organization’s signature event offering which was originally created to replicate the MARSTM model of structured peer recovery support and education.

According to Walter Ginter, MARS Project Director, “Since our founding in 2005, we’ve been steadily building and expanding the mission-focused work that we do to benefit the medication-assisted recovery community, but with very little emphasis on cultivating and building the equity of our unique brand.” Ginter continued, “Now, with several years of history, plus a track record of success and positive outcomes to support our work, the time is right to step up our level of sophistication, professionalism, and organizational savvy to help us grow, expand, and move to the next level.”

ABOUT MEDICATION-ASSISTED RECOVERY SERVICES (MARSTM)

Medication-Assisted Recovery Services (MARSTM) is a peer-initiated recovery support project, sponsored by the National Alliance of Medication-Assisted (NAMA) Recovery, which improves treatment outcomes and fights the stigma that can negatively impact sustained recovery efforts. In collaboration with the Albert Einstein College of Medicine, the original MARSTM Community was launched in 2006 with funding from a SAMHSA
Recovery Community Services Program RCSP) grant.

In 2012, the Beyond MARS™ Training Institute was formed to replicate this model and implement MARSTM “satellite” programs across the United States. The growing MARSTM Community currently includes ten programs. MARS offers a wide range of training and technical assistance services. To learn more about Medication-Assisted Recovery Services, visit [www.MarsProject.org](http://www.MarsProject.org) or [https://www.facebook.com/beyondmars](https://www.facebook.com/beyondmars)
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Online Web 2.0 Version
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