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FOR IMMEDIATE RELEASE

Genesis Recovery to reopen under East County Transitional Living Center CEO's leadership

DULZURA, CA - Genesis Recovery, a holistic addiction treatment center serving greater San Diego, will reopen at 11 a.m. April 24 with a ribbon-cutting ceremony at 18985 Highway 94, in Dulzura. Dr. Julie Hayden, the East County Transitional Living Center's chief executive officer, will lead the center, which will help men recover from alcohol and drug addiction.

The state-licensed, nonprofit center offers inpatient, outpatient and sober living programs. It treats addiction holistically, using medicines, clinical methods, 12-step systems, faith integration, education and community support. This structured approach heals people's brains, bodies, thinking and relationships as it restores a sense of worth and purpose.

The 24-bed center has five rooms on its top level, each with a private bath, kitchen and group room; it will have medical oversight, a clinical director and on-site therapists. The project was two years in the making, Hayden said, and will deliver aid where it's sorely needed.

After completing stabilization for addiction and mental health at Genesis, funded through Medi-Cal, the men can continue their recovery, getting job and life training in less restrictive environments, such as the East County Transitional Living Center.

"There's a critical need for addiction recovery beds in San Diego County," Dr. Hayden said. "In my experience as a clinical psychologist, I've found it's difficult to help people experiencing homelessness get off the street without helping them with addiction. This much-needed expansion of beds was made possible by generous philanthropic support."

In all, \$1 million in private philanthropic support enabled the Genesis Recovery reopening. Funding includes \$325,000 each from the Lucky Duck Foundation and the Caster Family Foundation; \$150,000 from the David C. Copley Foundation; and \$200,000 from the Grossmont Health Care District.

"We are pleased to help add these critically-needed and life-saving detox beds," said Drew Moser, CEO of the Lucky Duck Foundation. "There are far too many individuals suffering from homelessness and addiction that cannot access detox because only about 100 detox beds currently exist in all of San Diego County. These beds are a much-needed step in the right direction."

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“The Copley Foundation is grateful to Dr. Julie Hayden for her steadfast commitment to make Genesis Recovery Center’s opening a reality,” said Kimberly Koch, CEO, David C. Copley Foundation. “I believe this healing recovery center will help many individuals in desperate need of critical care and loving assistance to help them remain sober and regain their lives.”

The reopening marks a homecoming for Hayden, who worked for eight years for the center’s previous iteration. She has a Bachelor of Arts in Interdisciplinary Studies from Christian Heritage College and three degrees from Southern California Seminary: a Master of Religious Studies; a Master of Arts in Counseling Psychology; and a Doctorate of Psychology. She became the East County Transitional Living Center’s CEO in 2023 and has built a reputation for developing top-flight training programs, building community partnerships and speaking publicly.

About Genesis Recovery

Founded by Tommy Hathorn in 2013, Genesis Recovery Inc. is a state-licensed, nonprofit drug and alcohol rehabilitation center based in San Diego, California. Now under the leadership of Dr. Julie Hayden, Genesis has recently relocated and is celebrating a grand reopening at its new facility. The organization was also recently awarded a county contract to provide Medi-Cal funded treatment beds, expanding access to care for individuals in need.

Dedicated to restoring the lives of people struggling with addiction, Genesis offers a comprehensive, long-term recovery experience that integrates clinical therapy, medication-assisted treatment, 12-step principles, education, and faith-based support. With a focus on healing the brain, body, relationships, and sense of purpose, Genesis provides a highly structured environment that promotes lasting transformation and sobriety. Learn more at www.genesisrecovery.com.

About the Lucky Duck Foundation

Since 2005, the Lucky Duck Foundation (LDF) has raised funds and awareness for numerous charitable causes throughout San Diego. In 2017, due to the growing homelessness epidemic, LDF pivoted to focus on providing aid and relief for individuals and families suffering from homelessness. Since then, LDF and its co-founders, Pat & Stephanie Kilkenny, have funded, activated, and led several high-impact programs that alleviate the suffering of homelessness throughout San Diego County, including bridge shelters, employment and job training, research, permanent supportive housing, outreach, and more.

Originally called the AGIA Foundation (Arrowhead General Insurance Agency), the name was changed to the Lucky Duck Foundation to honor the Kilkenny family’s Irish heritage and as a nod to their love of the University of Oregon. The premise is simple: If you have had some good luck and fortune in your life, share your luck with those less fortunate. And, all donations are matched by Pat & Stephanie, up to \$1.5 million per year. For more information, please visit <https://www.luckyduckfoundation.org>.

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