



MIND FREE OF DRUGS
WORLD LEAGUE
ВСЕМИРНАЯ ЛИГА "РАЗУМ ВНЕ НАРКОТИКА"

720054, Kyrgyz Republic, Bishkek, Fuchik str., 34
Tel./fax: +996 312 650398 (Kyrgyz Republic)
Tel.: +1 646 452 93 81 (USA)
+7 967 153 18 29 (Russia)
e-mail: info@outofdrug.org
www.outofdrug.org

The premiere of Dr. Life reality TV project

August 8, 2012, Moscow. The World League “Mind Free of Drugs”, which carries out its 50–years long-term antidrug program under the slogan "No hard drugs!" and pursues the aim of forming a social matrix of conscious psychological immunity to drugs, presents an educational TV project **Dr. Life**, composed as a reality TV, devoted to drug addicts who want to be cured. We are currently casting the project participants. The premiere of the first episode of **Dr. Life** is to be presented on **September 12** at **Mayaplanet.org**, the official website of the League.

Eight drug addicts will undergo a complete course of treatment and after-care stage in accordance with Prof. Nazaraliev's method at Nazaraliev Medical Centre (Bishkek, Kyrgyzstan). The patients will be accompanied by their relatives, who will give their extensive support to the patients on their way to the recovery.

Usually, patients of addiction clinics carefully conceal their vices, and they are treated confidentially. The participants of the **Dr. Life** project will appear in front of the world without hiding anything. Viewers will see all the stages of the treatment. Patients and their relatives will comment on their experience during the treatment process and talk about their illness background, share their feelings, emotions, fears and dreams in the struggle of the patients against their own depraved ego in the pursuit of their new happy life. Mother's tears, husband's hopes, suffering of an ill son, a drug addict wife... The project will show true life, it will be full of spontaneous dramas. The project's participants are ready to be sincere, honest, and open to the world. However, is the world ready to listen to them, to understand them and not to condemn them?

Our society will only benefit from understanding that drug addicts are as much humans and citizens of their countries as anyone else. No one deprives them of their voting rights during elections, but no one wants to hear the voice making a confession. The **Dr. Life** reality TV attracts public attention to this problem.

The project coincides with the 25th anniversary of the professional career of the Prof. Jenishbek Nazaraliev, a drug therapist, Doctor of Medical Sciences, associate of the Russian Academy of Natural Sciences, a member of the World Federation for Mental Health (WFMH) , coordinator of the Regional Office of ICAA in Central Asia, the ideologue and the President of the World League “Mind Free of Drugs”, who has cured 16 thousand patients using his unique method.

Prof. Jenishbek Nazaraliev says that the main idea of the project is **to change social stereotypes of drug addicts in public mind**. Repressive attitude towards drug addicts, severe legislation, and outdated medical practices exclude the possibility of successful rehabilitation of dozens millions of people all over the world. As a matter of fact, over **4 million Americans** are legally registered as drug addicted, according to the data of the Office of National Drug Control Policy, a part of the Executive Office of the US President which oversees the nation's anti-drug program; and a significant part of those people could have been treated but for the outdated practices of addiction treatment. The **Dr. Life** Project is aimed to change the current situation at the global context. Each episode will be translated into 7 languages, including English, French, Spanish, Chinese, Arabic etc.

The main motto of the project is as follows: **“We do not promise – we give a chance”**. No one can force a drug addict to be cured, but it is possible to help him or her, only if the patient himself seeks the recovery.

The premiere of the project is to take place in Internet, later it will be TV broadcasted. The total shooting period is to take 35-40 days, which is equal to the duration of the treatment session. A group of Russian TV workers and filmmakers is involved in the show production. The shooting process will take place in the MCN Nazaraliev Medical Centre (Bishkek, Kyrgyzstan).

In 2012, the World League “Mind Free of Drugs” held two large conferences.

The global online conference “State view on the problem of drug addiction: the limits of freedom” took place at the anti-drug portal **MayaPlanet.org** on April 25. It attracted more than 30 international experts in the field of counter drug regulations.

On June 26, the International Day against Drug Abuse and Illicit Trafficking, the second conference “A new look at combating drug addiction problem, and innovative prevention methods” took place. This online broadcasting event attracted over 850,000 people from all over the world. Elizabeth II, the Queen of the United Kingdom of Great Britain and Northern Ireland, First Lady of the United States Michelle Obama, Charlize Theron, the world famous American model, actress and Oscar winner, Julia Gillard, the Prime Minister of Australia and other outstanding international celebrities presented their anti-drug manifestos especially for the project.

Many outstanding people known all over the world support the League. The supervisory board includes His Holiness Dalai Lama XIV, Receptient of the Nobe Prize of 2001 Kofi Annan, Former Director General of the UNESCO Koïchiro Matsuura, Former Governor of California (USA) Arnold Schwarzenegger and many others.

Please, visit **www.mayaplanet.org**. to find **Dr. Life** the project’s blog, sincere blogs of the project participants, reports from the shooting area, exclusive interviews with the producers and other information.

Best regards,
Aiperi Shadyhanova,
PR manager
Public Relations and Marketing Department
World League “Mind Free of Drugs”
Tel/Fax: +996 312 650398
Mobile: +996 558 52 99 91
e-mail: eng_support@drlifetv.com
Skype: aiperi_shadyhanova
Website: <http://www.mayaplanet.org/eng/tv-show/>