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by Drew Dodson

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Mayor Bieter to Cut Ribbon at New Addiction Recovery Facility in Boise

After a busy summer spent networking and gathering resources, Phoenix Multisport, an addiction recovery center, will officially open its doors at 511 S. Americana Blvd on Monday, Oct. 23. The grand opening, headlined by Mayor Dave Bieter's ceremonial ribbon cutting, will begin at 5 p.m. and include opening comments from the mayor and Phoenix Multisport founder Scott Strode.

"It's a way for us to let the public know that we're a service that a loved one or someone they know might benefit from knowing about," said Boise Chapter Executive Director Ginny Gobel.

The program focuses on rehabilitating individuals struggling with addiction by surrounding them with others who have wrestled with substance abuse, but have made a "commitment to a sober lifestyle." Members have free access to the gym and an array of other activities like mountain biking, rock climbing, yoga and hiking. The gym and activities provide the support network and resources that recovering addicts need to maintain their sobriety.

"We like to say the opposite of addiction isn't sobriety," said Gobel. "The opposite of addiction is connection to other human beings."

Since its inception in 2007, Phoenix Multisport has helped over 22,000 people on their paths to recovery in four states and six cities. According to a 2012 Phoenix Multisport survey, 77 percent of members reported a "sustained recovery" following enrollment. This, Gobel said, made opening the Boise Chapter a no-brainer.

"We have a large problem in Boise. We're underserved with treatment beds and counseling and detox centers," she said. "This is a unique and innovative approach that's been highly successful."

The opening event, which will last until 7 p.m., will feature live music, chili, root beer floats, and a variety of activities with members of "The Phoenix" community. It is free and open to the public.

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