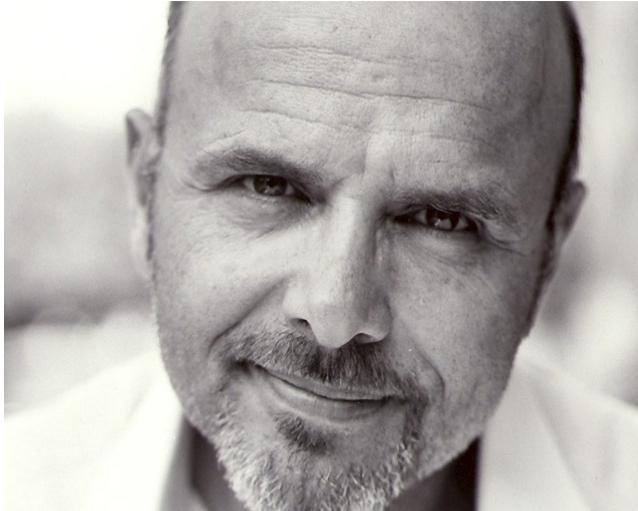




*More Than 40 Years of Caring*

**Media Contact:** Sarah O'Brien, East House  
Communications and Development Specialist  
585.256.3800 ext. 233  
sobrien@easthouse.org

**FOR IMMEDIATE RELEASE**



**East House's 2012 Celebration of  
Hope & Recovery Luncheon  
welcomes guest speaker**

**Emmy Award Winning Actor &  
Mental Health Advocate**

**Joe Pantoliano**

**ROCHESTER, NY (February 1, 2012):** On Thursday, September 20, Emmy Award winning actor Joe Pantoliano will speak at the East House 2012 Celebration of Hope & Recovery Luncheon at the Rochester Riverside Convention Center at 11:30am. Mr. Pantoliano, who has an exceptional career working as an actor, director, producer and writer, will speak about his personal resolve to live with the effects of clinical depression. East House's Celebration of Hope & Recovery Luncheon is an initiative to highlight the efforts of those afflicted with mental illness and/or chemical dependency issues as they live satisfying and productive lives.

Joe Pantoliano has appeared in over 90 films, 34 television roles and numerous theatrical roles both on and off Broadway since the 1970s. His most recognizable role was as mobster Ralph Cifaretto in the acclaimed HBO series, *The Sopranos*, for which he won an Emmy in 2003. He also appeared in *The Matrix*, *Memento*, *Risky Business*, *Bad Boys*, *The Goonies*, *Daredevil*, *The Fugitive*, *Midnight Run* and *Empire of the Sun*.

Suffering from undiagnosed clinical depression since the 1990s, Joe was not diagnosed until 2006 was working on the film, *Canvas* about a family dealing with mental illness. His experience within that role motivated Joe to get a diagnosis and come to terms with his

depression. Rather than hide his struggle, he decided to go public about it. In 2009, he founded the non-profit organization, *No Kidding, Me 2*, to foster awareness and education about mental illness by uniting members of the entertainment industry to speak out about the stigma associated with these disorders. His second book, to be released in March of 2012, *Asylum*, is an unflinchingly honest memoir about his personal experience with the complexities of mental illness.

Patron tickets are \$50 and VIP patron tickets, which will lend an opportunity to meet Mr. Pantoliano at a VIP reception will be \$100. For more information about tickets or sponsorship, please visit [www.easthouse.org](http://www.easthouse.org).

East House is a private, non-profit rehabilitation agency. Since 1966, East House serves over 1,000 clients and families per year as they recover from mental illness and/or chemical addictions by providing residential, support and rehabilitation services. East House offers person centered programs to enable clients to receive a more tailored approach to ensure their own recovery. With programs like *Home to Stay*, which assists homeless persons suffering from mental illness with housing and support services to get them off the streets. Or *Child's Play* fund which provides children, who have a parent in recovery, the opportunity to go to camp or pursue other extracurricular activities. Or our Career Services programs that help over 200 people per year retrain and rejoin the Rochester workforce. East House is dedicated to moving lives forward everyday.

East House is funded by New York State, Monroe County, United Way, client fees and donations. For more information, contact Sarah O'Brien at 256-3800, ext. 233.

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