



NEWS RELEASE

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Highland Rivers Health names Mike Mullet community relations director

DALTON, Georgia – November 17, 2015 – Highland Rivers Health today announced it has named Mike Mullet as its first community relations director. In this role, Mullet will be responsible for raising awareness of the agency in its 12-county service area and leading outreach to community partners and stakeholders. He will also create educational and marketing materials, manage Highland Rivers’ digital channels and serve as agency media contact and spokesperson.

“There is a tremendous need for treatment services for people with mental illness, developmental disabilities and addiction, and we have a responsibility to ensure consumers know those services are available in their community,” said Melanie Dallas, CEO of Highland Rivers Health. “Mike is a highly experienced communications professional who is community-oriented and understands the essential role of safety net providers in improving individual and community health. We are very happy to have him join the Highland Rivers team.”

A graduate of Central Michigan University in Mt. Pleasant, Michigan, Mullet has worked in communications for more than 20 years in both the government and private sectors. He worked for 13 years as public information officer and spokesperson for the Kent County Health Department in Grand Rapids, Michigan, the state’s second largest public health jurisdiction, and served as public health information manager with the Georgia Department of Human Resources after relocating to Atlanta in 2004. For the past nine years, he has worked in public relations at agencies in Atlanta. An experienced healthcare writer, articles he has authored about skin cancer prevention, nutrition and pharmacy automation technology have won Phoenix Awards from the Georgia Chapter of the Public Relations Society of America.

“Highland Rivers Health serves nearly 16,000 consumers every year; it is a vital part of our state’s healthcare system and provides very tangible benefits to individuals, families and communities in Northwest Georgia,” Mullet said. “We want to make sure everyone in Highland Rivers’ service area understands how valuable this agency is to the communities it serves, and equally important, how to access its services if they need help.”

About Highland Rivers Health

Headquartered in Dalton, Georgia, Highland Rivers Health has provided comprehensive treatment and support services for adults, children and families affected by mental health disorders, intellectual and developmental disabilities, and addictive diseases since 1973. One of the state's largest public safety net providers, Highland Rivers operates 28 treatment facilities across a 4,400-square mile area of Northwest Georgia that includes Bartow, Cherokee, Fannin, Floyd, Gilmer, Gordon, Haralson, Murray, Paulding, Pickens, Polk, and Whitfield counties, and serves nearly 16,000 consumers annually. Highland Rivers is accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF) and is a Core Provider for the Georgia Department of Behavioral Health and Developmental Disabilities. For more information, visit www.highlandrivers.com.

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