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**DIRECTIONS FOR MENTAL HEALTH NAMED 2012 LARGE NOT-FOR-PROFIT BUSINESS OF THE YEAR
Clearwater Regional Chamber of Commerce honors the agency at 90th Annual Meeting**

Clearwater, FL (Jan. 25, 2012) – The Clearwater Regional Chamber of Commerce recognized Directions for Mental Health, Inc. as the 2012 Large Not-for-Profit Business of the Year at the Chamber’s 90th Annual Meeting on the evening of Monday, Jan. 23, 2012.

The honor was bestowed on Directions as the agency closes a monumental year of milestones and enters its 30th year of operation. 2011 brought record expansion and growth for Directions, including the addition of the organization’s newest location in Pasco County, an exclusive contract with Pinellas County Health and Human Services to serve as the behavioral health provider in the innovative integration of behavioral and primary health care, and a contract to serve as lead social services agency for the Pinellas County Sheriff’s Office-sponsored homeless shelter, Safe Harbor. “We are so proud to no longer be Pinellas County’s best kept secret,” beamed April Lott, President and CEO of Directions.

The selection process for this award was determined based on a video interview, personal interview with the CEO, and a review of agency programs and outcomes. For Directions, an organization which offers outpatient counseling, psychiatric services, and therapeutic programs for more than 10,000 adults, children, and families annually, and is dedicated to Five Client Promises that serve as the agency’s core values, there was a lot of great news to share.

Directions stood out from the competition primarily because “of passion, perseverance, and the Five Promises,” explains Jocelyn Chapman, one of the award’s judges and Vice President of Business Banking for Regions Bank. “As we were wrapping up the interview and learning about the promises, a frantic employee came up to April’s office with a client emergency and April ran out of the room to attend to it without looking back. Seeing that first promise – ‘To make the client our first priority’ – in action was really just the exclamation point on our decision. It was a slam dunk.”

A \$250 donation to Directions and a trophy were among the prizes awarded to President and CEO, April Lott, and various members of the Board of Directors who were in attendance at the ceremony, which was held at the Sheraton Sand Key Resort.

Also competing in the Large Not-for-Profit Business of the Year category, which requires nominees to be Chamber members with an annual gross revenue exceeding \$5,000,000, were Eckerd Youth Alternatives and R’Club Child Care, Inc.

Photos by Steven Le - www.TheePhotoNinja.com

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About Directions for Mental Health, Inc.

Directions for Mental Health, Inc., established in 1982, is a not-for-profit organization dedicated to serving as a compassionate provider, advocate and partner to children, adults, and families in need of integrated healthcare, social support, safety and hope for the future. With nationally accredited programs serving more than 10,000 people per year in Pinellas and Pasco counties, Directions sets the standard for best practices while increasing the affordability and accessibility of healthcare and building a safer, healthier community. For more information, visit www.directionsmh.org or call (727) 524-4464.

About Clearwater Regional Chamber of Commerce

From technology to tourism and boardrooms to beaches the Clearwater Regional Chamber has been creating a positive impact in this region since 1922. With a mission to enhance the business environment and promote a healthy economic climate, our passion for progress helps our members thrive. For more information, visit <http://www.clearwaterflorida.org> or call (727) 461-0011.