



Tags & Important Content Tie-ins:

National Opioid and Substance Awareness Day: Sept 21

National Suicide Prevention Month: Sept

National Recovery Month: Sept

World Mental Health Day: Oct 10

FOR IMMEDIATE RELEASE:

**Best-selling Author and Recovery Champion Will Walk 307 miles
To Raise \$307, 000 for 307,000 Lives Lost To Addiction in 2024**

Jason Lennox embarks on his third campaign in a year to raise awareness and funds for the underserved behavioral health community.

St Paul, MN (August 4, 2025) – Activist Jason Lennox has never shied away from a challenge that requires his physical participation. Jason, an author and behavioral health executive who credits the mental health community for saving his life, has long supported efforts to raise awareness. Last November he did 1,114 burpees for donations to assist community programs in suicide prevention. The “*How Ya Doin’?*” check-in-with-a-friend campaign is just one of the annual give-back efforts started by Jason in the last year, (*Mission to Remission*, April 2025), with his fundraising efforts surpassing \$100,000 in less than a year. He’s not done yet.

This fall, for 22 days (September 29 – October 22), Jason Lennox will walk 20+ miles a day, on a 307-mile journey to honor the 307,000 lives lost in 2024 to drugs, alcohol and suicide. *The Recovery Road*, “where every mile is a memory”, is a national campaign to raise awareness and support for mental health programs — through media exposure, influencers and the behavioral health community.

Starting on 9/29 in West Virginia (highest overdose mortality rate in the US), Jason will continue through Kentucky (#6 on the mortality rate list) and finally to Nashville, TN (#3 on the list), where Jason will attend the [INVEST](#) conference presented by Behavioral Health Business (BHB) 10/22-10/24. The goal: Raise awareness, in turn raising money for the behavioral health crisis through donations for centers that need support the most.

Jason comments, “*I’m tired of watching people die. In 2024, we lost 307,000 lives to drugs, alcohol, and suicide – and the systems meant to help are still broken, underfunded, and*

drowning in stigma. Mostly because we view the system as a cost center. But what if we viewed it as an investment fund? It cost \$50,000 to get me the help I needed. The return on that investment? Tens of millions of dollars back into the economy – through work, service, and giving back. And I'm just one story. Imagine what's possible if we invest in thousands more."

How It Works and How To Get Involved: The Road

- Walk with us – anywhere, anytime. Log your miles toward our national goal of 307,000
- Donate – \$1 per mile, gather community sponsors to donate towards your walk, and walk with you! Any amount helps.
- Follow the journey! Sign up for [the event newsletter](#) to get updates
- Share your story on social media and help us share Jason's along the way as he walks 307 miles across Appalachia.

Proceeds of *The Recovery Road* will go to the One Arrow Foundation, a nonprofit organization that will provide funding to behavioral health programs across the country – especially in high-need, under-resourced areas.

This fall, we walk 307,000 miles,
– one for every life –
and raise \$307,000,
to honor the fallen and fight for the living.

Jason's journey will be documented through video, photos and sound bytes for use in a future 15-minute short film as a lasting tool featuring interviews, profiles, and raw road footage, while providing awareness, education, fundraising, and inspiration. Plans for distribution to include recovery conferences, school events, nonprofit fundraisers, and across digital platforms.

#TheRecoveryRoad #OneArrowWalk

About Jason

Jason Lennox is the founder of [The One Arrow Group](#) and an expert in advising organizations on how to effectively retool their revenue and financial positions. Working in behavioral health to successfully manage funds and reclaim debt, he's been putting money back into services that help communities thrive. Jason is a living example of how anyone can overcome the biggest obstacles and lowest points when given the opportunity, understanding, and support to improve. He's driven to share the knowledge that he's learned from years of being in the systems of recovery and healthcare. Believing that if he can pay that forward, and give back to the community that gave him a second chance, he can use his experience to create success for others.

[Read more](#) about Jason and his best-selling memoir, *A Perfect Tragedy* on [his website](#).

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[To become an event sponsor:](#)

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