



**HM GOVERNMENT OF GIBRALTAR**  
**MINISTRY OF EQUALITY, SOCIAL SERVICES & THE ELDERLY**  
14 GOVERNOR'S PARADE  
GIBRALTAR

## **PRESS RELEASE**

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### **MOTIVATIONAL SPEAKER TO ADDRESS BRUCE'S FARM**

Mr John Kennedy aka 'Big' John K has been invited to be guest speaker at this year's Bruce's Farm Recovery Day taking place today Friday 5<sup>th</sup> December. The event celebrates recovery from addiction with all those that have received treatment or support at Bruce's Farm since it was established here on the Rock in 1999. Broadway Lodge, one of the UK's leading addiction treatment centres, has been the source of expertise and guidance for Bruce's Farm since the beginning and still continues to do so.

While in Gibraltar, John will also be attending HM Prison and delivering a talk to the inmates.

In 1997, John was admitted for treatment at Broadway Lodge. No other centre was willing to take him because John's reputation was such that serious concerns existed about his mental health, past criminal behaviour and willingness to accept any boundaries put in place for him. However, Broadway Lodge felt it worth giving him a chance and John took hold of the opportunity with both hands. Having had a very colourful life, much of it spent in high security prisons and hospitals on large prescription doses of medication, John is now the lead Support Worker at Broadway Lodge, is a motivational speaker and a great inspiration to many people in early recovery from addiction. This year, John was one of three finalists in a national UK search to find individuals that have turned their lives around from a life of crime to one now making a significant positive contribution to the communities in which they live.

"At Bruce's Farm we have renewed our partnership with Broadway Lodge on which it is modelled. I met John during my visit to Broadway Lodge earlier this year where he shared his life story which is truly inspirational. John is keen to carry his message of hope to others and believes that if he can do it so can anyone else which is why it was felt that it was very fitting that he address people in recovery at the Bruce's Farm Renewal Day" commented Samantha Sacramento, Minister with responsibility for drug and alcohol rehabilitation and awareness.