



# ERASE PTSD NOW

PRESS KIT



# ERASE PTSD NOW

## MISSION

*Erase PTSD Now* exists to eradicate the individual, familial, and societal impacts of PTSD and TBI by performing supportive scientific research, raising awareness, and securing treatment sponsorship to eliminate barriers for sufferers and their families.

## VISION

Erase PTSD Now will be nationally recognized as an innovative leader in alleviating the suffering caused by the effects of PTSD and TBI.

**“When you treat the root cause it is like a domino effect and things fall back into order.”**

- DR. TRAVIS STORK, THE DOCTORS FEB 2017  
REFERRING TO DR. LIPOV'S SGB TREATMENT”



### GET IN TOUCH

[Coleen@ErasePTSDNow.org](mailto:Coleen@ErasePTSDNow.org)

[www.ErasePTSDNow.org](http://www.ErasePTSDNow.org)

# MEET OUR LEADERS



**CHAIRMAN OF THE BOARD - Paul Toolan - Special Forces Airborne Ranger** Lieutenant Colonel (LTC) Paul Toolan joined the Army as a Private in 1986. Over the course of more than three decades in uniform, he has risen through the ranks and completed every elite school in the US Army.



**FOUNDER AND MEDICAL DIRECTOR - Dr. Eugene Lipov** Dr. Eugene Lipov has been called the “Einstein of modern anesthesiology” for his work developing the SGB treatment for PTSD. Dr. Lipov grew up in the Ukraine, in poverty in the former Soviet Union. His discovery and innovation, the Dual Sympathetic Reset (DSR), was endorsed by President Obama in 2010. His Nobel Prize worthy research has an 85-90% success rate in reducing the effects of trauma.



**EXECUTIVE DIRECTOR - Coleen LaCosta** In her role as Executive Director for Erase PTSD Now, she works diligently to build awareness of the individual, familial, and societal impacts of trauma while also raising the funds necessary for the treatment to restore survivors to their pre-trauma state, allowing them to thrive.

“I don’t like the term disorder,” says Dr. Lipov, who insists that PTSD is actually a physical “injury,” and that the word disorder makes people feel shame, or like it’s something they should just get over. He says if you look at brain scans of PTSD sufferers, you can see that there is change in the brain. “If you had a broken leg and kept walking on it, you wouldn’t do much to heal the leg. But if you had an X-Ray that said it was broken, you’d treat it. It’s the same with a scan of your brain — if you could see there was real trauma there, you would want to treat it.”

- PEOPLE MAGAZINE | MAY 2020

## TRANSPARENCY AWARD

Platinum  
Transparency  
2022

Candid.

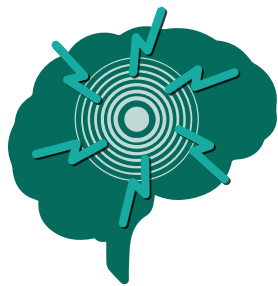
Trusting a charity with your money is an important step. We do not take your generosity lightly which is why we hold ourselves to the highest standard. We are pleased to hold the highest badge from Candid - Guidestar.

“Helping survivors of trauma is not just helping an individual but the countless lives they touch. The acutal impact of treating PTSD is truly unfathomable.”

- COLEEN LACOSTA · EXECUTIVE DIRECTOR

## THE TRAUMA SOLUTION

### THE BRAIN (After Trauma)



PTSD, STEALTH IN ITS INVASION, TAKES HOLD AND WREAKS HAVOC ON THE LIVES OF INDIVIDUALS.

Just as devastating, but not immediately apparent, are the negative implications of trauma on families, communities, and society.

### THE BRAIN (After SGB)



- SGB RESETS THE BODY’S FIGHT-FLIGHT-FREEZE RESPONSE, ESSENTIALLY CALMING THE CHAOS.

The change for the individual is nothing less than remarkable. The ripple effect on families, communities, and society, however, *is nothing short of astounding.*

## YOUR Donation Supports

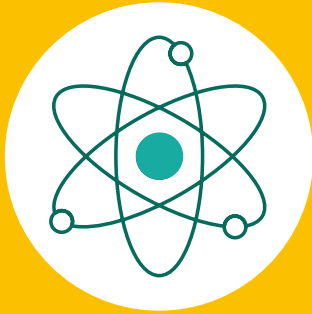


“My life is back to the way it should be. It has reset my fight or flight nerve and I feel as if I can relax and enjoy life more now.”

- Wells J. (SGB Patient funded by Erase PTSD Now)

# OUR INITIATIVES

WHAT WE FUND



RESEARCH

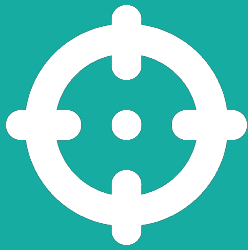


SGB TREATMENTS



AWARENESS

WHO NEEDS TREATMENTS



VICTIMS OF VIOLENT CRIME



PUBLIC CARE WORKERS WHO EXPERIENCED TRAUMA



ARMED FORCES AND LEO



SOCIETAL AND CULTURAL TRAUMA

## WAYS TO GET INVOLVED



Charity Checkout Program



Host A Fundrasier

**LEARN MORE**  
[www.ErasePTSDNow.org](http://www.ErasePTSDNow.org)