



MEDIA ALERT

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BESTCARE TREATMENT SERVICES TO BREAK GROUND ON NEW LATINO RESIDENTIAL TREATMENT FACILITY IN MADRAS

**New culturally specific facility will expand access to treatment for substance use
disorder within Oregon's growing Latino population**

(MADRAS, Ore.) – BestCare Treatment Services will mark a major milestone in its mission to expand access to culturally responsive addiction treatment when it breaks ground on a new Latino Residential Treatment facility in Madras at 10:30 a.m. on Wednesday, May 20.

The groundbreaking—which is expected to have both local and state leaders in attendance—will signal the start of construction on a new 16-bed residential substance use disorder (SUD) treatment center designed specifically to serve Latino individuals and families. The new Madras campus will be at 316 NW 4th Street.

The new facility builds on BestCare's longstanding Latino residential program, first established in 2002 and operated at or near capacity for years. The male-only inpatient program has attracted Latino patients from throughout the West by fully immersing them in Latin American culture in a way unique in the Western United States.

As Oregon's Latino population has grown, though, access to culturally and linguistically specific treatment services has struggled to keep pace. Often caught

between two cultures, the Latino population has a greater need by percentage for addiction treatment services than non-Latinos and is typically less likely to receive that treatment.

“This project represents far more than a new building—it’s an investment in a program that has already widened the access to care for Latino men,” said Salvador Amezola, BestCare’s Madras Latino Residential program director. “Since the inception of the Madras Latino Residential Treatment program, we have worked to bridge a cultural gap, which is one of the most significant barriers to recovery for Latino men who live in the United States. By helping them reconnect with their heritage and recover their Latino identity, we are helping to provide a solid foundation from which they can begin to heal.”

The new facility will be spread across an 8,000-square-foot campus. It will expand residential capacity with 16 new beds while significantly enhancing space for group therapy, family engagement, and culturally specific programming. The Latino program is currently housed in a small, 13-bed facility just east of downtown Madras.

The environment at the new facility will be intentionally designed to reflect Latino culture—an approach that has been central to the success of BestCare’s existing program. Treatment will continue to be delivered entirely in Spanish and rooted in cultural connection, family involvement, and a sense of belonging—elements that have proven critical in supporting long-term recovery.

The total project cost is estimated between \$6.5 million and \$8 million. Approximately \$3.4 million in public funding has been secured, with a broader capital campaign underway to support construction, furnishings, and long-term program sustainability.

As construction approaches, BestCare is actively engaging community members, partners, and supporters interested in contributing to the project and its long-term impact. Opportunities range from major naming rights to smaller-scale contributions tied to meaningful elements of the campus, such as its garden, gathering spaces, and donor recognition features.

“This is a community-driven effort,” said Rick Treleven, CEO BestCare Treatment Services. “We’re inviting individuals, organizations, and partners across Oregon to be part of something lasting—something that will change lives for generations.”

Community partners and stakeholders interested in attending are encouraged to reach out for additional details as the event date approaches.

[CLICK HERE](#) for renderings of the new facility. For more information in Spanish on BestCare’s Madras Latino Residential Treatment program in Spanish, visit www.bestcaretreatment.org/servicios-latinos/.

For more information about the project, partnership opportunities, or to request an invitation to the groundbreaking event, visit www.bestcaretreatment.org, call BestCare’s main line at 541-504-9577, or email development@bestcaretreatment.org. To learn more about supporting the project, visit <https://donorbox.org/bestcare-prm>.

About BestCare Treatment Services:

Founded in 1997, BestCare Treatment Services is a CARF (Commission on Accreditation of Rehabilitation Facilities) accredited organization specializing in the diagnosis, treatment, and management of addiction and mental health issues largely through residential (inpatient), outpatient, and detox programs and facilities. With eight locations in central and southern Oregon, including Bend, Klamath Falls, Madras, and Redmond, BestCare fills a critical need for programs and services addressing alcohol and substance abuse, mental health and mental illness, gambling addiction, and more. For more information, call 541-504-9577 or visit www.bestcaretreatment.org.

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