

**For  
Immediate  
Release**

## **Is Sex Addiction On The Rise, Or Have Tiger Woods and Jesse James Brought It Out Of The Shadows?**

Contact: Candace Plattor, M.A.  
604-677-5876  
email: [candace@candaceplattor.com](mailto:candace@candaceplattor.com)  
website: [www.candaceplattor.com](http://www.candaceplattor.com)

Many of us saw a sad-looking Tiger Woods admitting his problems during his press conference, and an angry Jesse James telling the press to go away. This is not the type of attention these men are used to getting, but their individual problems have been making headlines and inspiring many water-cooler discussions.

“As an Addictions Therapist in Vancouver, BC, I often see people in my practice who are trying to hide from their lives by using a variety of addictive behaviours. This is what we're seeing with Tiger Woods and Jesse James. These men have discovered that engaging in multiple sexual affairs will keep them so chaotically busy that they will be able to avoid their adult responsibilities.

“What started as ‘just sex’ has morphed into huge problems for both of them, and they seemed unable to stop themselves until they had lost what was of the most value to them. This is a strong indicator of an addiction. I doubt whether they really wanted to lose their relationships with their wives and families, or look like fools in the media, but their lack of self-understanding and self-respect caused their sex addiction to spiral out of control, until they had reached bottom with little more to lose,” says Candace Plattor.

Plattor knows from personal experience what it means to be an addict. Within a year of being diagnosed with Crohn’s Disease in 1973, she found herself in the throes of prescription drug addiction, which continued for 14 years before she made the decision to stop using and reach out for help.

“Whether a person is drinking, using drugs, gambling, shopping, or having sex, there is always a line between use and abuse. When a behaviour like this begins to negatively interfere with the person's life on a consistent basis, then there is a good likelihood that this line has been crossed and the behaviour is being used in an addictive manner -- meaning that the person indulging in it is desperately trying to avoid painful feelings and other difficult aspects of his or her current or past reality.

“My hope for these men, and for other sex addicts like them, is that they will allow the treatment they've received to truly change their lives for the better, and that they will begin to respect themselves so they can choose to stop behaving in ways that so severely damage themselves and everyone around them,” continues Plattor.

In her award-winning new book called *Loving an Addict, Loving Yourself: The Top 10 Survival Tips for Loving Someone with an Addiction*, Plattor uncovers the reality of loving someone with an addiction. All too often, people with an addicted loved one in their lives will neglect themselves in a desperate and fear-driven attempt to “help” the addict stop using the substance or behaviour. But, as Plattor points out in her book, this is a lose-lose situation that does not actually help the addict at all. Instead, loved ones must make their own needs a priority and learn to focus on their own self-care.

Ms. Plattor graduated from the Adler School of Professional Psychology with a Masters degree (M.A.) in Counselling Psychology, in 2001. For over 20 years as a therapist in private practice, she has been helping her clients and their loved ones understand why they are using addictive behaviours so that they can begin to make healthier life choices.

Title: Loving an Addict, Loving Yourself: The Top 10 Survival Tips for Loving Someone with an Addiction

Author: Candace Plattor, M.A.

Paperback: 180 pages

Publisher: Being At Choice Consultants

Language: English

ISBN-10: 0981385001

ISBN-13: 978-0981385006

The book, both print and ebook, is available directly through Ms. Plattor's website at [www.candaceplattor.com](http://www.candaceplattor.com).

