

# THE METH PROJECT

## **Meth Project Wins Seven ADDY Awards for Innovative Advertising Campaign**

*Ads Revealing Dangers of Meth Use Win Silver Honors in Prestigious National Competition*

**PALO ALTO, Calif.—June 8, 2007**—The Meth Project today announced that it has received a National Silver ADDY Award for its anti-Meth awareness campaign. The Meth Project also won six Gold ADDY awards in the regional San Francisco area competition before being selected from more than 60,000 entries to receive the national prize. The ADDY awards, recognizing excellence in advertising, are conducted annually by the American Advertising Federation and are among the most prestigious awards in the advertising industry.

The winning ads are part of the Meth Project's integrated "Not Even Once" campaign, designed to prevent first-time Meth use among teens through hard-hitting print, television, radio, and Internet advertising. The ads, which portray the ravages of Meth to the user, friends, and family, also received top honors at the Effie awards, winning two golds for marketing excellence. The newest phase of the campaign, directed by acclaimed "Requiem for a Dream" filmmaker Darren Aronofsky, received an AdCritic award earlier this year. The Meth Project ad campaign can be viewed at [www.methproject.org/ads](http://www.methproject.org/ads).

"The Meth Project ads are designed to realistically and graphically communicate the devastating impact of Meth use," said Meth Project Founder and Chairman Tom Siebel. "Extensive market research went into ensuring the ads were credible, effective, and would resonate with teens. We're seeing attitudes and behaviors toward Meth change as a result, and we are honored that the advertising industry is recognizing the campaign's impact with this award."

So effective is the campaign that a survey of middle school and high school students in Montana—where the program first launched in 2005—showed that 93% of respondents now perceive Meth use as having "great risk." Additionally, a recent report published by the Montana Attorney General found that workplace drug testing in the state has decreased 70% since the Meth Project's inception.

With more than 60,000 entries annually, the ADDY Awards are the advertising industry's largest competition, recognizing creative excellence and the best advertising worldwide. The ADDY Awards competition honors numerous categories of advertising and is unique among advertising competitions, as it is the only one that includes three rigorous levels of judging for its entries.

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*Meth Project Wins ADDY Award*

*Page 2*

**About the Meth Project**

The Meth Project is a national non-profit organization headquartered in Palo Alto, California, aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. First implemented in Montana as the Montana Meth Project, the program has demonstrated significant results in changing attitudes and behaviors toward Meth. The Meth Project is funded by a grant from the Thomas and Stacey Siebel Foundation. For more information, visit [www.methproject.org](http://www.methproject.org).

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