

# MONTANA METH PROJECT

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## FOR IMMEDIATE RELEASE

### WHITE HOUSE CITES MONTANA METH PROJECT AS MODEL FOR THE NATION

#### *Drug Czar John Walters Commends Program's Innovative Approach to Drug Prevention*

**GREAT FALLS, Mont.—October 16, 2006**—John Walters, Director of the White House Office of National Drug Control Policy, presented the Montana Meth Project with a certificate of recognition from the White House today, citing the program as one of the nation's most powerful and creative anti-drug programs.

“The Montana Meth Project is a key component of a balanced strategy against Meth and is an extraordinary example of the results we can achieve when we combine the power of advertising with the dedication and expertise of the leaders of this community,” Walters said when issuing the award. “The Meth Project is a critical prevention campaign that keeps Montana’s young people safe from the dangers of Meth.” Walters added that the program has dramatically raised levels of awareness, initiated meaningful dialogue and changed teens’ perceptions about the risks of using Meth. “We commend the Montana Meth Project for mobilizing the citizens of Montana to rid their state of this destructive drug,” Walters said. “The program truly is a model for prevention efforts nationwide.”

Launched in September 2005, the Montana Meth Project is an integrated program focused on preventing first time Meth use among teens. It combines a research-based, hard-hitting media campaign with aggressive community action programs. By using consumer marketing and advertising strategies as the basis for its outreach, it has been repeatedly cited as a powerful private sector response to a devastating social problem.

Tom Siebel, founder of the Montana Meth Project, accepted the White House Certificate of Recognition on behalf of the program. "It's an honor to be recognized for the impact the Meth Project is having in the state," said Siebel. "Public response to the program has been overwhelming. The message is resonating with teens. And we are beginning to stem the epidemic that has been crippling our communities."

The Meth Project is the largest advertiser in Montana, reaching 70-90 percent of the state's teens at least three times a week with Meth prevention messaging. The advertisements, which graphically portray the ravages of Meth use, have gained nationwide attention for their uncompromising approach. In addition to its public awareness campaign, the Montana Meth Project mobilizes community groups throughout the state to spearhead education and prevention efforts, and coordinates with local, state, and federal agencies in an effort to reduce methamphetamine use among Montana's youth.

### **About the Montana Meth Project**

The Montana Meth Project is a not-for-profit organization headquartered in Missoula, Montana. The Montana Meth Project implements a range of advertising and community action programs to reduce methamphetamine use among Montana teens. The Meth Project is funded by a grant from the Thomas and Stacey Siebel Foundation. For more information, visit [www.montanameth.org](http://www.montanameth.org).

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