

IDAHO METH PROJECT®

MEDIA ALERT

Idaho Meth Project and Bustos Media Partner on Second Annual Methamphetamine Education Event for the Hispanic Community

Popular band Amantes De La Sierra to Perform

BOISE, Idaho—September 8th, 2009—The Idaho Meth Project and Bustos Media today announced its second annual Hispanic Community Event, which is designed to educate Hispanic youth and parents about the dangers of methamphetamine use.

The outreach and education program, which is scheduled for Sunday, September 13th, will feature performances by popular bands including Amantes De La Sierra, K Liente Show and Grupo Paraizo. Debbie Field, Director of the Office of Drug Policy, will issue a proclamation recognizing Hispanic Heritage Month. The day's events will also include local dance performers, music, contests, informational booths and food.

Volunteers of the Idaho Meth Project—including recovering Meth addicts—will share their stories in Spanish about the highly addictive nature of Meth and the consequences of its abuse.

According to the Idaho Department of Education Youth Risk Behavior Survey, 14 percent of Hispanic students have used methamphetamine one time or more during their lives, compared to 5 percent of white students.*

WHO: Idaho Meth Project, Bustos Media, Office of Drug Policy, Amantes De La Sierra, K Liente Show and Grupo Paraizo

WHAT: Idaho Meth Project and Bustos Media's Hispanic Community Event

WHEN: Sunday, September 13, 2009
11:00 a.m. – 7:00 p.m.

WHERE: Lakeview Park (1217 7th St. N., Nampa)

COST: FREE

About the Idaho Meth Project

The Idaho Meth Project is a nonprofit organization that implements a range of advertising and community-action programs to reduce methamphetamine use in the state. Launched in January 2008, the Idaho Meth Project leverages a proven model that combines extensive research with a hard-hitting, integrated media campaign. The Idaho Meth Project is affiliated with the Meth Project, a national nonprofit organization headquartered in Palo Alto, Calif., aimed at significantly reducing first-time meth use through public service messaging, public policy and community outreach. For more information visit www.idahomethproject.org

*Idaho Department of Education, "A Healthy Look at Idaho Youth: Results of the 2007 Idaho Youth Risk Behavior Survey and 2006 School Health Education Profile Survey" (November 2007).

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