

IDAHO METH PROJECT

NEWS RELEASE

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Contact: Megan Ronk
(208) 331-2060

Coeur d'Alene Tribe Announces Major Contribution to the Idaho Meth Project

(Boise) This afternoon, Chairman of the Coeur d'Alene Tribe Chief J. Allen announced a major contribution to support the Idaho Meth Project. Joined by Governor C.L. "Butch" Otter, First Lady Lori Otter, Senator Michael Jorgenson (Chairman of the Idaho Council on Indian Affairs), and Office of Drug Policy Director Debbie Field, tribal leaders from around the state expressed their commitment to fighting the war on methamphetamine in Idaho.

The Coeur d'Alene Tribe has pledged \$500,000 to support the Idaho Meth Project. This pledge represents the single largest contribution to the Idaho Meth Project to date.

"This generous financial commitment is part of the continuing determination of Idaho tribes to play a positive and constructive role in our communities. It also reflects just how seriously tribal leaders and all Idahoans are taking the problem of methamphetamines and the approach that we're taking to combat this deadly drug," Governor C.L. "Butch" Otter and First Lady Lori Otter said. "This campaign is about building partnerships toward achieving a common goal. We're grateful for the friendship of tribal representatives, and we look forward to working closely with them to educate, inform and enlighten a generation of Idahoans about the dangers of meth."

"We recognize the impact that methamphetamine has on our state – and Native American tribes have not been immune from the devastating effects of this incredibly addictive drug," said Coeur d'Alene Chairman Chief J. Allan. "As a result, it only made sense for us to partner with the state and private sector in a coordinated prevention and public awareness initiative to protect our young people from this drug."

Senator Michael Jorgensen, Chairman of the Idaho Council on Indian Affairs and the North Idaho Fundraising Chair for the Idaho Meth Project, was instrumental in working with the tribe on this major contribution. "Once the Idaho Meth Project is launched, I have no doubt that this program will have a significant impact on reducing meth use in our state. The generous contribution from the Coeur d'Alene Tribe gets us one step closer to launching this media and public awareness campaign through the state of Idaho," said Jorgenson.

The Idaho Meth Project was formed by Governor and First Lady Otter earlier this year in an effort to reduce the prevalence of first-time methamphetamine use in Idaho. Using the proven Meth prevention program developed by the Meth Project, the Idaho Meth Project's focus is to reduce the negative impact of methamphetamine in Idaho. In Montana, where the Meth Project was first initiated, there has been a 70% decrease in workers testing positive for Meth and a 53% decrease in Meth-related crime since the campaign's launch in the state just two years ago. The Meth Project has been repeatedly cited as a powerful private-sector response to a devastating social problem, and was recently recognized by the White House as one of the nation's most effective prevention programs.

In order to launch this campaign, the Idaho Meth Project is working to raise \$2.7 million dollars from the private sector. Thanks to a partnership with United Way of Treasure Valley, all funds raised are tax deductible.

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