

"Cd'A Tribe donates \$500K for meth education program"  
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## The Coeur d'Alene Press (ID)

### **Cd'A Tribe donates \$500K for meth education program**

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COEUR d'Alene – The Coeur d'Alene Tribe donated \$500,000 to help battle meth in Idaho. Coeur d'Alene Tribe Chairman Chief Allan said all tribes in Idaho are committed to the fight against the highly addictive drug. "Meth is an enemy for everybody," Allan said Thursday. "It doesn't know color. It affects all of us." Idaho Meth Project Executive Director Megan Ronk said the tribe's donation is the largest so far in the \$2.7 million fundraising campaign. To date, \$1.2 million has been raised. "The tribe's commitment and partnership is extremely helpful in getting us closer to where we need to be," Ronk said. "It's really significant." The project is an addiction prevention campaign based on a similar one in Montana. Gov. Butch Otter's spokesman, Jon Hanian, lauded the tribe's donation.

"We're tremendously grateful to Chairman Chief Allan and the rest of the Coeur d'Alene Tribe for this very gracious donation," Hanian said. Hanian said several other tribes are preparing to make financial commitments to the meth program. The project uses hard-hitting, research-based public service messages to reduce first-time methamphetamine use. The messages are graphic, using the messages of real addicts to deter people from ever trying the drug. Radio, television, print, billboard and Internet ads will spread the message of addicts who thought they could try the drug once and how their lives were devastated by addiction. Elastic wrist bracelets stating "Not even once" will be just one of the many tools used to create awareness and open dialogues in families, schools and government. The target group is potential first-time users between the ages of 12 and 24. The Idaho Meth Project is a nonprofit project jointly handled by United Way.

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