

IDAHO METH PROJECT

Idaho Meth Project Volunteer Program Reaches 600 Participants

Program Contributes More Than 5,500 Hours of Service and Delivers 300 Community Presentations

BOISE, Idaho—November 17, 2008—Less than a year after the launch of the Idaho Meth Project, the organization's volunteer program has surpassed its 600th participant, logging in more than 5,500 hours of service to combat Meth abuse throughout the state, including:

- More than 300 presentations to local schools, service organizations, and community groups educating people about the prevalence and dangers of Meth use in Idaho;
- Eighteen creative fundraising events—including music festivals and fashion shows—organized by local volunteers ensure the sustainability of the Idaho Meth Project;
- More than 20 adults and teens providing administrative and research support in the Idaho Meth Project office.

“When we first opened our doors, we knew we were taking on a huge problem. Meth addiction tears communities apart, but Idahoans are ready to take their towns and cities back,” said Megan Ronk, executive director of the Idaho Meth Project. “Every single day I’m encouraged and thrilled to see people from every corner of the state joining together in the fight against Meth. We are incredibly grateful for the energy and commitment of all our volunteers who have embraced this important work. They keep us going.”

Volunteers have galvanized young people in Idaho to adopt the Idaho Meth Project's core prevention message. Building on waves of gritty, hard-hitting advertising about Meth, Idaho Meth Project volunteers reach out to youth in the state with compelling and sometimes personal stories about the effects of Meth. The messages resonate because local volunteers respond to the real needs of adults and young people in their communities.

“We are part of the movement against Meth here in Idaho,” said Cyn Reneau, District 4 (Treasure Valley) volunteer chair. “Our volunteers know that they are making a difference in their communities and, as our numbers grow, across the entire state. When we talk with our friends and neighbors about Meth, we’re putting prevention into action. We’re helping to reduce first-time Meth use, and reversing the devastating drug trend in our state.”

The cadre of volunteers supporting the Idaho Meth Project regularly host educational meetings about Meth use and addiction. These community forums provide a space for adults and young people to discuss solutions to the critical issues Meth use creates. The incredible growth of the volunteer program in Idaho has allowed the Idaho Meth Project to reach all regions of the state, but additional help is always welcome. Particular areas of need include District 2 (Latah, Clearwater, Nez Perce, Lewis, and Idaho counties); District 3 (Adams, Washington, Gem, Payette, Canyon and Owyhee counties); and District 6 (Butte, Bingham, Power, Oneida, Bannock, Franklin, Caribou, and Bear Lake counties).

If you are interested in volunteering or for more information, please contact the Idaho Meth Project at 1-888-331-2060, or visit the Idaho Meth Project website at www.idahomethproject.org.

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About the Idaho Meth Project

The Idaho Meth Project is a non-profit 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 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. For more information, visit www.idahomethproject.org.

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Media Contacts: Megan Ronk
Idaho Meth Project
(208) 331-2060
info@idahomethproject.org

Toni Haubert
Weber Shandwick
(415) 449-0134
thaubert@webershandwick.com