PMC Donates to Idaho Meth Project
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The Festival of Trees may have been over six months ago, but the proceeds are continuing to help.

The event organizers were able to give a sizable donation to a growing organization that concentrates their efforts to reducing teen drug use.

A winter wonderland is providing aid this summer.

Shaun Menchaca, Portneuf Healthcare Foundation Executive Director: "The festival was very successful. The community is a great supporter. The festival raised about $125 thousand."

Portneuf Medical Center's Festival of Trees has become a Christmas time tradition for Southeast Idaho, raising money that benefits children. This year the Festival raised 12 percent more than the previous year and just this week the festival's foundation donated 7 thousand dollars of that to the Idaho Meth Project.

Shaun Menchaca: "Meth of course is a great evil in our society today and it effects the lives of thousands of children; and it's really important to us from a foundation perspective to help forward the cause of children's healthcare."

The Idaho Meth Project is a prevention program dedicated to reducing first time meth use in teens. Their unorthodox public service announcements may be brutal, but doctors say is needed.

Dr. Creignton Hardin, Pocatello Children's Clinic Pediatrician: "I think they are right on. I think they show graphically to teens and parents what the risks are."

The Idaho Meth Project relies on the financial support of individuals, corporations, and foundations to achieve their objective. An objective that needs help.

Dr. Creignton Hardin: "70% of kids, teenagers, use meth at sometime; and in teenage years started before 15; and those who start at any age, 90% become addicted, so it is a huge problem."

A problem that is receiving some relief.

Shaun Menchaca, Portneuf Healthcare Foundation Executive Director: "The combination of a wonderful event, combined with a great cause -- I think -- enables the festival to be more successful every year."

So with this growing problem, there is also a growing solution.

The Idaho Meth Project was just one organization that received a donation from the Festival of Trees. Bright Tomorrows also received funding as well as internal programs at Portneuf Medical Center to help improve children's healthcare.