

# IDAHO METH PROJECT

## **“Givin' Meth the Boot” Event in Idaho Falls Raises Over \$140,000**

### *Idaho Meth Project Extends Appreciation to Local Community for Its Support*

**IDAHO FALLS, Idaho—November 4, 2008**—The Idaho Meth Project raised over \$140,000 at its first Givin' Meth the Boot event held October 27 in Idaho Falls. Country star Lady Antebellum performed for a sold-out crowd of nearly 1,000 attendees at the Colonial Theater. All the funds raised will help further the groundbreaking work of the Idaho Meth Project, a statewide prevention and public awareness campaign designed to significantly reduce the first-time methamphetamine use in Idaho.

Countless citizens and corporations in Eastern Idaho contributed their time and financial support to organize this event, including Kathy Simpson, wife of U.S. Congressman Mike Simpson; Mountain View Hospital, Eastern Idaho Regional Medical Center, Melaleuca, Pacific Steel & Recycling, J.R. Simplot Corporation, Premier Technology, Monsanto, CH2M-WG Idaho, Bank of Idaho, The Hartwell Corporation, Idaho National Laboratory, Nobis Travel and the City of Idaho Falls. Idaho Governor C.L. "Butch" Otter and First Lady Lori Otter also participated in the event to show their support for the project.

“Givin' Meth the Boot was one of the Idaho Meth Project's most successful efforts since the project launched in January 2008, and we couldn't have done it without each and every one our sponsors and supporters in Eastern Idaho,” said Megan Ronk, executive director of the Idaho Meth Project. “We are incredibly grateful for the community's generosity and support to help in the fight against Meth in Idaho.”

Based upon the overwhelming success of the event, the Idaho Meth Project plans on organizing the second annual Givin' Meth the Boot in Idaho Falls in the fall of 2009.

### **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](http://www.idahomethproject.org).

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