

# IDAHO METH PROJECT

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## Idaho Meth Project Hosts Givin' Meth the Boot With Lady Antebellum

*Country Trio Performs at Eastern Idaho Event to Support the Idaho Meth Project*

**IDAHO FALLS, Idaho—October 13, 2008**—The Idaho Meth Project will host its first Givin' Meth the Boot event on Monday, October 27 at the Colonial Theater. The fundraiser will feature a performance from one of modern country's stars, Lady Antebellum. Tickets are available for a limited time for \$25 and can be purchased by phone at (208) 522-0471 or by visiting the Idaho Falls Arts Council Ticket Office (490 A Street, Idaho Falls). All proceeds will benefit the Idaho Meth Project, a statewide prevention and public awareness campaign designed to reduce the prevalence of first-time methamphetamine use in Idaho.

Givin' Meth the Boot has been organized by local community and business leaders who support the groundbreaking work of the Idaho Meth Project. Led by Kathy Simpson, wife of U.S. Congressman Mike Simpson, many residents and corporations have contributed volunteer time and financial support to organize this event.

“Eastern Idaho, like the rest of our state, is taking every possible step to tackle Meth use and addiction. The Idaho Meth Project brings our communities together to deliver the strongest possible prevention message to all of our young people,” said Simpson. “We’re very excited to partner with local businesses, residents, and stars like Lady Antebellum to support the work of this important group.”

Lady Antebellum, the trio of Hillary Scott, Charles Kelley and Dave Haywood, earned “Top New Group” honors at the 2008 Academy of Country Music (ACM) Awards. The group's first single from their #1 debut album *Lady Antebellum*, “Love Don’t Live Here,” soared into the Top 5 on the country radio charts. The band is excited to support the work of the Idaho Meth Project and is passionate about partnering with an organization that has such a powerful impact on the community.

Additional event sponsors include Bank of Idaho, the City of Idaho Falls, Eastern Idaho Regional Medical Center, Idaho National Laboratory, Mountain View Hospital, Nobis Travel and The Hartwell Corporation. Idaho Governor C.L. "Butch" Otter and First Lady Lori Otter are expected to attend and will participate in the event.

“We are grateful to all of our sponsors and supporters in Eastern Idaho. Since our launch in January, they have been our partners in Meth prevention,” said Megan Ronk, executive director of the Idaho Meth Project. “This event will be one of the most exciting yet, and the funds raised will ensure that the Idaho Meth Project can further its groundbreaking work for years to come.”

### **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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