

IDAHO METH PROJECT®

MEDIA ALERT

Idaho Meth Project Partners with Western Idaho Fair to Educate Teens about the Dangers of Meth Use

Top-40 Band, Parachute, to Perform at Teen-Organized Event

BOISE, Idaho—August 19, 2009—The Idaho Meth Project today announced “Not Even Once Night” (N.E.O.N.), a teen-focused event at Western Idaho Fair on Friday, August 21st, designed to educate teens and young adults about the dangers of methamphetamine use.

N.E.O.N. will feature an all-evening concert with headline act Parachute—with their hit song “She is Love”—who will perform at the close of evening. The Top-40 band will play directly following local bands chosen this summer by 103.3 KISS-FM listeners.

The Idaho Meth Project’s teen volunteers have organized a variety of educational booths for N.E.O.N. attendees to visit throughout the evening’s music performances. At these booths, teens will be able to:

- Design their own Idaho Meth Project T-shirt
- Sign a silent “Not Even Once” pledge
- Learn about the consequences of Meth use, including the dramatic physical changes that can take place
- Enter to win an iPod Nano

WHO: Parachute, favorite local garage, Idaho teens and the Idaho Meth Project

WHAT: Idaho Meth Project’s N.E.O.N. at Western Idaho Fair

WHEN: Friday, August 21, 2009
N.E.O.N. bands begin playing at 5:00 p.m.

WHERE: Western Idaho Fair (5610 Glenwood, Garden City)
Project Filter Stage

COST: Discounted fair admission of \$5 per person for ages 12 and older—
the concert is FREE with fair admission

About the Idaho Meth Project

The Idaho Meth Project is a nonprofit 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 nonprofit organization headquartered in Palo Alto, Calif., 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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