



IDAHO METH PROJECT®

News Release

Contact: Jeff Hymas, Rocky Mountain Power
801-220-2340, newsdesk@pacificorp.com

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FOR IMMEDIATE RELEASE

Rocky Mountain Power Foundation grant helps prevent methamphetamine abuse in teens

BOISE, Idaho — The Rocky Mountain Power Foundation has awarded a \$1,500 grant to the Idaho Meth Project to help prevent first-time methamphetamine use among Idaho youths.

The Idaho Meth Project is a large-scale prevention program aimed at significantly reducing first-time meth use through public service messaging, public policy and community outreach. Since January 2008, the Idaho Meth Project has implemented an integrated program of market research, public service messaging and community action to substantially reduce meth use among Idaho's most vulnerable population – teens and young adults.

“Meth use is terribly destructive to families and children,” said Glen Pond, Rocky Mountain Power customer and community manager. “The Rocky Mountain Power Foundation is pleased to be able to partner with the Idaho Meth Project to help reduce meth use in Idaho.”

“We are grateful for the generous grant from the Rocky Mountain Power Foundation,” said Megan Ronk, executive director of the Idaho Meth Project. “We are pleased the foundation has chosen to support our efforts to inform and educate Idaho youth about the devastating impact of meth abuse.”

The grant awarded to the Idaho Meth Project by the Rocky Mountain Power Foundation will be used to support community education and prevention efforts in southeast Idaho, helping to raise awareness about the risks of meth and the consequences of addiction.

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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.

About the Rocky Mountain Power Foundation

The Rocky Mountain Power Foundation is part of the PacifiCorp Foundation, one of the largest utility-endowed foundations in the United States. The foundation was created in 1988 by PacifiCorp, an electric utility serving 1.7 million customers in six Western states as Rocky Mountain Power (Utah, Wyoming and Idaho) and Pacific Power (Oregon, Washington and California). The foundation's mission, through charitable investments, is to support the growth and vitality of the communities served by Pacific Power and Rocky Mountain Power. For more information visit www.rockymountainpower.net/rmpfoundation.