

IDAHO METH PROJECT®

MEDIA ALERT

Businesses, Individuals Encouraged to Support the Idaho Meth Project's Carnival Wristband Matching Pledge
Idaho Meth Project Partners with Western Idaho Fair to Raise Funds for Meth Prevention Awareness

BOISE, Idaho—August 19, 2009—During the 2009 Western Idaho Fair, the Idaho Meth Project will be working to raise funds to support the program's prevention and public awareness campaign that is aimed at reducing the prevalence of first-time methamphetamine use in the state of Idaho.

The Idaho Meth Project is a 501(c)(3) non-profit organization that is dependent upon private contributions from individuals, businesses and foundations to sustain its ongoing television, radio and print messaging throughout the state. To raise funds, the Idaho Meth Project is asking everyone—businesses, individuals, organizations, families—to support the Idaho Meth Project through its Western Idaho Fair Carnival Wristband Matching Pledge Program.

Treasure Valley residents are encouraged to pledge any amount they can to match the number of carnival wristbands sold throughout the 2009 Western Idaho Fair. Last year, Western Idaho Fair sold approximately 35,000 carnival wristbands. If an organization or individual pledged one cent per wristband, that contribution would be \$350 to the Idaho Meth Project. Donations to the Idaho Meth Project are tax deductible to the fullest extent of the law.

- WHO:** Idaho Meth Project
- WHAT:** Idaho Meth Project's Carnival Wristband Matching Pledge
- WHEN:** 2009 Western Idaho Fair—August 21- 30, 2009
- WHERE:** Contact the Idaho Meth Project at info@idahomethproject.org or (208) 331-2060 for pledge information

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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