

MONTANA METH PROJECT

Montana High School Rodeo Association Hosts Montana Meth Project Event

Teen Riders Lead Effort to Drive Meth from State on “Black Saturday”

MISSOULA, Mont.—June 10, 2010—The second annual Montana Meth Project “Black Saturday” will be held at the Montana High School Rodeo Association (MHSRA) student rodeo state finals on Saturday, June 12 in Bozeman. For Black Saturday, all rodeo contestants, their parents and rodeo officials will wear black wristbands to symbolize their support of Montana’s fight against Meth. In addition, during this year’s competition rodeo contestants and officials will also wear black shirts displaying the Montana Meth Project and Paint the State logos to encourage Montana teens to sign up for the Paint the State statewide public art contest.

“Black Saturday is a moving and powerful event that reminds all of us of the role we can play in Montana’s fight against Meth,” said Kwinci Tatarka, host committee president of the Montana High School Rodeo Association. “Our rodeo contestants are proud to be a part of the Montana Meth Project’s community outreach program, which does an outstanding job educating our youth about the dangers of Meth. Armed with the facts, teens can be a catalyst for dialogue, and help communicate the risks of methamphetamine use to their friends and family. We are thrilled that this year’s rodeo will provide a platform to get the word out.”

The Montana Meth Project is partnering with Bozeman’s Bridger Feeds on the Black Saturday event. As part of this year’s activities, Montana Meth Project staff members will be on-hand at the rodeo to help teens sign up for the Paint the State contest. Paint the State is a statewide public art contest that will leverage the creativity and passion of Montana’s youth to raise awareness about the risks of methamphetamine use. This year’s contest follows on the success of Paint the State 2006, which prompted thousands of Montana’s teens to create more than 660 works of monumental-scale art with a strong anti-Meth message.

Paint the State 2010 is open to teens ages 13-18. Teens can enter individually or as the leader of a team. To be eligible, each entry must be an original work of art, be displayed publicly, and have a strong anti-Meth message. Registration is online at www.PaintTheStateMontana.org, and the deadline for registering is midnight Montana time on **June 30, 2010**. First, second, and third place winners will be selected in each county, as well as one statewide winner. Winners will be announced in Helena on August 20, 2010. Prizes include \$5,000 for the statewide winner, and 56 county prizes of \$1,500 for first place, \$1,000 for second place, \$500 for third place.

“Teens are powerful messengers and they have been involved with the Montana Meth Project from the beginning,” said Bill Slaughter, executive director of the Montana Meth Project. “They have been a force behind the success of our community outreach programs and have been true advocates for change. Paint the State gives Montana’s teens a unique opportunity to use their talent and imagination to mobilize communities around the ‘Not Even Once’ message and help drive methamphetamine out of Montana. I encourage them to go to PaintTheStateMontana.org and register to be part of this year’s contest.”

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The MHSRA State Finals Rodeo, held June 9-13 at the Gallatin County Fairgrounds in Bozeman, will showcase the finest roping, riding, and racing by Montana high school students. The top four contestants in each event will represent Montana in the National High School Finals Rodeo, held from July 18-24 in Gillette, Wyo. Additionally, all contestants are eligible for college scholarships and scholarship assistance through a variety of funds and programs dedicated to the higher education of Montana youth.

The Montana Meth Project's sponsorship of Black Saturday is made possible through a generous contribution from Bridger Feeds in Bozeman, Montana.

About the Montana High School Rodeo Association

The Montana High School Rodeo Association (MHSRA) is one of the 41 states, 5 Canadian provinces, and Australia that is involved in the National High School Rodeo Association (NHSRA). Founded in 1947 by Claude Mullins, there are currently 10,500 students in the NHSRA competing in over 1,100 sanctioned rodeos every year. For more information on the rodeo, please call the Host Desk at (406) 475-3675 or go to www.hsfinalsrodeo.org.

About the Montana Meth Project

Launched in September 2005, the Montana Meth Project, a not-for-profit organization headquartered in Missoula, Montana, implements a range of advertising and community action programs to reduce methamphetamine use in the state. Combining extensive research with a hard-hitting, integrated media campaign, it has been repeatedly cited as an effective response to a devastating social problem. For more information, visit www.montanameth.org.

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