

# MONTANA METH PROJECT

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## Montana Corporations Respond to Siebel Foundation Challenge

### *Donations to Montana Meth Project to be matched dollar-for-dollar until November 15*

MISSOULA, Mont.—October 26, 2007—The Montana Meth Project today announced that it has raised nearly \$1,250,000 in private and corporate donations as part of its year-long capital campaign. All donations to the Montana Meth Project from private and corporate sources will be matched, dollar-for-dollar, through a challenge grant announced last year by the Siebel Foundation. The money raised will fund the Project's innovative public education campaign to reduce first-time Meth use in the state of Montana.

“The Montana Meth Project applauds the generosity of our newest corporate donors,” said Project Chairman Mike Gullede. “We are fast approaching the deadline for the Siebel Foundation’s challenge grant on November 15, and urge other Montana businesses to help us raise an additional \$500,000 by that deadline. These donations are just the first steps towards ensuring the long-term continuation of the Project, and we call upon Montana to take full advantage of the Foundation’s commitment.”

The newest corporate supporters include American Bank, First Interstate Bank and Foundation, and Glacier Bancorp Banks. These latest major gifts follow those of Lee Enterprises of Montana (*Billings Gazette, Missoulian, The Montana Standard, Independent Record, and Ravalli Republic*), NorthWestern Energy Corporation, Burlington Northern Santa Fe Foundation, and Gilhousen Family Foundation.

“The Meth crisis affecting Montana can be solved only if we all work together,” said Leon Royer, president of American Bank. “The future of this state depends on the growth and vitality of each community, and thanks to the prevention and education efforts led by the Montana Meth Project, Montana is headed in the right direction.”

“Because of our commitment to communities all across the state, supporting the Montana Meth Project is a priority for First Interstate Bank and Foundation,” said Randy Scott, chairman of First Interstate Foundation. “We hope that our business colleagues will join us in our pledge to support Meth prevention in Montana.”

“The Glacier Bancorp Banks community is pleased to support the Project, which has clearly demonstrated a significant, measurable impact in reducing the Meth problem in Montana,” said Mick Blodnick, CEO of Glacier Bancorp Banks. “It is an honor to be part of the solution.”

Since the announcement of the Siebel Foundation’s challenge grant, the Montana Meth Project has received corporate donations from Rio Tinto Energy, Pacific Steel & Recycling, the Davidson Companies, Taylor Foundation, Underriner Motors, L & L Manufacturing, Stillwater Mining, Quest Software, Sun Mountain Sports, Greater Gallatin United Way, Martel Construction, Holman Aviation, Dick Anderson Construction, Bitterroot Valley Bank, and Mountain West Bank. Since the Project’s inception, significant corporate support has been received from PPL Montana and Blue Cross Blue Shield of Montana.

A wave of grassroots support also has helped boost the capital campaign, including organized fundraising drives, events initiated by college and business school students, and contributions from local businesses and individuals across Montana. One 17-year-old student is spearheading the production of several live local concerts to raise money for the cause. The “Pig in the Park” group in Helena, part of the Organized Friends of Montana Meth Project, raised \$2,000 during the last week.

Launched in September 2005, the Montana Meth Project has been credited with reducing teen Meth use in the state by 45%, and there has been a 73% decline in employees testing positive for Meth. Combining extensive research with a hard-hitting, integrated media campaign, it has been repeatedly cited as an effective response to a devastating social problem.

“The numbers don’t lie; together we are making a tremendous difference in our community,” added Gulledge, “but we can only continue to do so if we commit to providing Montana teens with the support and education to overcome Meth.”

The Meth Project is the largest advertiser in Montana, reaching 70-90% of the state's teens at least three times a week with Meth prevention messaging. The advertisements, which graphically portray the ravages of Meth use on the addicts and their loved ones, have gained international attention for their uncompromising approach, winning numerous awards. In addition to its public awareness campaign, the Montana Meth Project mobilizes community groups throughout the state to spearhead education and prevention efforts, and coordinates with local, state, and federal agencies in an effort to reduce methamphetamine use among Montana’s youth.

For more information on the Montana Meth Project, and to make a donation that will be matched by the Siebel Foundation's challenge grant, please go to [www.montanameth.org](http://www.montanameth.org).

### **About the Montana Meth Project**

The Montana Meth Project is a not-for-profit organization headquartered in Missoula, Montana. The Montana Meth Project implements a range of advertising and community action programs to reduce methamphetamine use in the state. For more information, visit [www.montanameth.org](http://www.montanameth.org).

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