

MONTANA METH PROJECT

**** MEDIA ALERT ** MEDIA ALERT ** MEDIA ALERT ****

Register for Paint the State Contest at the Annual Governor's Cup Race in Helena

HELENA, Mont.—May 28, 2010—The Montana Meth Project and Blue Cross Blue Shield of Montana will host a special booth at the Wellness Fair & Expo and Governor's Cup Race to help teens register for the 2010 Paint the State contest. Montana Meth Project staff members and volunteers will be on hand June 11 and June 12 to sign teens up for the statewide public art competition before the June 30 registration deadline.

Organized by the Montana Meth Project, Paint the State leverages the creativity and passion of Montana's youth to get the word out 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. The first-ever project of its kind, Paint the State became the largest public art contest in history.

The deadline to register for this year's contest is midnight Montana time on **June 30, 2010**. The prize for the statewide winner is \$5,000. Prizes will also be awarded in each of Montana's 56 counties, with \$1,500 for first place, \$1,000 for second place, and \$500 for third place. Blue Cross Blue Shield of Montana is a Paint the State sponsor and supports the Montana Meth Project's statewide prevention efforts.

The Governor's Cup is an annual fundraising event sponsored by Blue Cross Blue Shield of Montana. Activities include races that attract runners from throughout the state, and a health and wellness expo.

WHAT: Paint the State Registration

WHEN: Friday, June 11th; Wellness Fair & Expo
Noon – 7 p.m. MDT

Saturday, June 12th; Governor's Cup
8:00 a.m. – 11 a.m. MDT

WHERE: Helena Civic Center
340 Neill Ave.
Helena, MT

WHO: Montana Meth Project staff members and volunteers
Teen participants

****Visuals: Paint the State artwork, teens signing up for the statewide contest, families visiting wellness booths and crafts on display****

****One-on-one interviews with Montana Meth Project staff will be available on Friday, June 11****

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