

MONTANA METH PROJECT

Montana Meth Project Extends Registration Deadline for Paint the State to July 7

Pacific Steel & Recycling and Locati Architects Sign on as Sponsors of Statewide Contest

MISSOULA, Mont.—June 30, 2010—The Montana Meth Project announced today that in response to requests from communities throughout the state, it is extending the registration deadline for its Paint the State contest to Wednesday, July 7, 2010, at 11:59 p.m. MDT. The deadline for final submissions, including photos of completed artwork, a written description, and location details remains midnight MDT on July 18, 2010.

The Montana Meth Project also announced today that Pacific Steel & Recycling, headquartered in Great Falls (with 15 locations throughout the state), and Locati Architects, headquartered in Bozeman, will join Blue Cross Blue Shield of Montana, Burlington Northern Santa Fe, the Gilhousen Family Foundation, Martel Construction, and Cloud Peak Energy as sponsors of Paint the State.

“We are proud to be part of Paint the State, and to help our young people spread a critical message throughout Montana,” said Raymond Wahlert, President/CEO of Pacific Steel & Recycling. “By getting the word out about how dangerous Meth is, teens can truly make a difference in people’s lives. With their passion and commitment, plus the support of their communities, we can eradicate Meth from our state.”

The statewide winner will receive \$5,000, plus a special prize package donated by Paint the State judge and Pearl Jam bassist Jeff Ament. The package will include a limited-edition Pearl Jam concert tour poster autographed by all of the members of the band, a Pearl Jam Philadelphia 2009 CD box set, a *Pearl Jam vs. Ames Brothers* poster book, as well Pearl Jam t-shirts and other band memorabilia. Prizes also will 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.

After registering, contestants must design and create their public art piece so it can be displayed from **July 19 through at least July 23, 2010**, for judging. Final submissions, including photos of completed artwork, a written description and location details, must be uploaded by midnight MDT on **July 18, 2010**. First, second, and third place winners will be selected in each county, as well as one statewide winner. The statewide community outreach program will leverage the creativity and passion of Montana’s youth to get the word out about the risks of Meth use. Teens can register online at www.PaintTheStateMontana.org.

“We want to thank Pacific Steel & Recycling and Locati Architects for their generous contributions to Paint the State, and for the leadership they and all of our sponsors have shown in their support of this year’s contest,” said Montana Meth Project Executive Director Bill Slaughter. “Businesses, parents, and teens from every corner of the state continue to get involved in Paint the State and in the fight against Meth in their communities. We welcome their participation and are pleased that we can extend the deadline to give more teens time to register.”

- more -

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 aimed at reducing 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.

###

Media Contacts:

Sarah Ingram
GolinHarris
(213) 438-8780
singram@golinharris.com

Bill Slaughter
Montana Meth Project
(406) 370-5331
bslaughter@montanameth.org