

MONTANA METH PROJECT

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Montana Meth Project Kicks Off Phase Four of Campaign With New Ads Directed by Oscar-nominated Filmmaker Alejandro González Iñárritu

Data shows overall decline of Meth use and increased social disapproval of the drug

HELENA, Mont.—April 1, 2008—The Montana Meth Project today unveiled its new advertising campaign, including a series of television ads directed by critically acclaimed filmmaker Alejandro González Iñárritu, the Oscar-nominated director and producer whose works include “Babel,” “21 Grams,” and “Amores Perros.” The ads, which launched today, are designed to communicate the consequences of Meth use on individuals, their friends, and families. Also this week, the Montana Attorney General’s office released its 2008 report, *Methamphetamine in Montana: A Follow-Up Report on Trends and Progress*. The report states that overall Meth use in the state appears to be declining. In particular, teen Meth use is down nearly 45% since 2005, Meth-related crime has dropped by 62% in the same period, and the number of employees testing positive for Meth fell 72%.

“These ads are the next step in our efforts to eradicate Meth use in Montana,” said Montana Meth Project Chairman Mike Gullede. “We are truly honored to have the opportunity to work with such a talented director. The commercials Mr. Iñárritu created portray powerful images to demonstrate how destructive Meth can be, and will leave a lasting impression on all who view them.”

The 30-second television ads offer a look into the dark world of teen Meth addiction. Built around the theme, “This isn’t normal, but on Meth it is,” the ads present graphic and often uncomfortable views of how Meth can drive users to abhorrent and even violent behavior.

In one ad, two teenage girls sell themselves to a group of young men for money to buy Meth. Another focuses on addicts breaking into a house to support their Meth habit, and the last features a teen suffering from an overdose, lying at the feet of friends who are smoking Meth. In addition to the three television ads directed by Mr. Iñárritu, four print ads and nine radio ads will reach at least 80% of Montana teens three times each week.

The new advertising campaign is the fourth in an award-winning series launched by the Meth Project. To assure maximum impact, each campaign is research-based and is carefully tested with the Project’s target audience, teens. The ads can be viewed at www.montanameth.org/ads, and will be aired in other states, including Arizona, Idaho, Illinois, and Wyoming at a later date.

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