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Montana Meth Project unveils new advertisements

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By: Carolyn Bunce

The Montana Meth Project has released its latest round of advertisements.

These ads are just as shocking, but there's a difference as the latest ads focus on an addict's family and friends.

This is the third wave of television commercials, billboards and radio ads for the Montana Meth Project. The first ads aired nearly two years ago, and the Meth Project has been tracking its effect through private surveys. The third survey results were also released on Wednesday, and showed more Montana teens disapprove of meth use.

The new ads were unveiled at the capitol and several legislators attended the event, including Representative Roger Koopman who is sponsoring a bill to funnel four million dollars of state funding into the Montana Meth Project over the next two years.

These latest ads are among the last to be made on Project Founder Tom Siebel's dime. But Meth Project advocates are determined to make sure these aren't the last ads you'll see. They say the Montana Meth Project will continue to evolve with the problem.

~Reported by Carolyn Bunce in Helena