



White House Commends Montana Meth Project

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GREAT FALLS (AP) - The Montana Meth Project, a campaign with graphic messages about the perils of methamphetamine use, received White House recognition Monday.

John Walters, director of the White House Office of National Drug Control Policy, appeared in Great Falls and cited the project as one of the nation's most powerful anti-drug efforts. Walters presented a certificate of recognition, which business tycoon and part-time Montana resident Tom Siebel accepted on behalf of the project.

It is funded by the Thomas and Stacey Siebel Foundation. The project begun in 2005 aims to discourage first-time use of meth by teenagers. The campaign includes gritty television, newspaper and billboard portrayals of meth users.

The project is Montana's largest advertiser, and its messages reach 70-90 percent of the state's teens at least three times a week, according to the White House. Besides the advertising, the project includes work to mobilize community groups against meth.

"The Montana Meth Project is a key component of a balanced strategy against meth and is an extraordinary example of the results we can achieve when we combine the power of advertising with the dedication and expertise of the leaders of this community," Walters said.