

MONTANA METH PROJECT

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Thomas and Stacey Siebel Foundation Issues \$5 Million Challenge Grant for the Montana Meth Project

Donation Kicks Off 2007 Capital Campaign to Continue Groundbreaking Meth Prevention Program

HELENA, Mont.—November 16, 2006—The Montana Meth Project today announced that it was the recipient of a \$5 million challenge grant awarded by the Thomas and Stacey Siebel Foundation. The grant, which will match donations from private and corporate sources, kicked off a major capital campaign for the organization, and will help fund the Project’s groundbreaking advertising campaign and expand its research and public outreach efforts.

“This year has been an important one, establishing the Montana Meth Project as a successful model for methamphetamine prevention and education,” said Project founder Tom Siebel in announcing the grant. “The state of Montana has embraced this project, and research shows that we have made a significant impact.”

Siebel added that young adults and parents throughout the state are more aware of the adverse consequences associated with Meth, and that perceptions of the drug have shifted across all age groups since the Meth Project's campaign began. “Parents are now talking to their kids about the dangers of Meth, and establishing that dialogue is a critical element to curbing use,” said Siebel. “With this challenge grant, our goal is to inspire other private citizens in Montana to invest in the effort to eradicate Meth from the state and ensure the program continues.”

Siebel announced the challenge grant at a press conference where he introduced the new chairman of the Montana Meth Project, Michael Gullledge, publisher of the *Billings Gazette* and a vice president at the Lee Enterprises newspaper chain. Siebel will continue his active involvement in the Meth Project as founder, vice-chairman and member of the advisory council.

“The Siebel Foundation’s challenge is the catalyst that will allow the Montana Meth Project to continue the work that we’ve started,” said Gullledge. “With a gift of this magnitude, and the donations to match it, we can expand the reach of our campaign and ensure that Montana’s young people will not become statistics in this deadly epidemic.”

The Project already has received support from organizations and individuals across the state including PPL Montana, Blue Cross and Blue Shield of Montana, the Gilhousen Family Foundation, NorthWestern Energy, Downtown Helena Inc., Martel Construction, Sun Mountain Sports, Greater Gallatin United Way, Moore O’Connell & Refling, Glacier Bank, Ravalli County Bank, Pacific Recycling and Steel, and Western State Insurance of Missoula.

“It's time for the community to address this burgeoning epidemic," said Sherry Cladouhos, President and CEO, Blue Cross and Blue Shield. “The Siebel Foundation's donation is a generous gift, but it is also a challenge and a call to action. We answered that call with our contribution this summer, now we encourage others to step up and do the same.”

Communities throughout the state already have committed resources in a variety of ways. The students at the University of Montana’s business school have pledged to collect a million pennies (\$10,000) and to host a wine-tasting and auction to benefit the Project. The Gallatin Bar Association and the Billings Police Department have both pledged their support. Pizza Hut restaurants in the state will hold a month-long promotion early next year, with a percentage of sales directed to the Montana Meth Project. Additionally, a group of inmates has made a matching pledge in the hopes that their mistakes can serve to prevent kids from following in their path.

Launched in September 2005, the Montana Meth Project has an annual budget of \$6 million. The integrated program focuses on preventing first time Meth use among Montana teens, 12-17. It combines a research-based, hard-hitting media campaign with aggressive community action programs. By using consumer marketing and advertising strategies as the basis for its outreach, it has been repeatedly cited as a powerful private sector response to a devastating social problem. It recently was recognized by the White House as one of the nation's most powerful and creative anti-drug programs.

The Meth Project is the largest advertiser in Montana, reaching 70-90 percent of the state's teens at least three times a week with Meth prevention messaging. The advertisements, which graphically portray the ravages of Meth use, have gained nationwide attention for their uncompromising approach. In addition to its public awareness campaign, the Montana Meth Project mobilizes community groups throughout the state to spearhead education and prevention efforts, and coordinates with local, state and federal agencies in an effort to reduce methamphetamine use among Montana’s youth.

For more information on the Montana Meth Project and the Siebel Foundation challenge grant please go to www.montanameth.org.

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About the Montana Meth Project

The Montana Meth Project is a not-for-profit organization headquartered in Missoula, Montana. The Montana Meth Project implements a range of advertising and community action programs to reduce methamphetamine use among Montana teens. The Meth Project is funded by a grant from the Thomas and Stacey Siebel Foundation. For more information, visit www.montanameth.org.

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