

MONTANA METH PROJECT

PO BOX 8944 | MISSOULA, MT 59807 | 888.366.6384 PHONE | info@montanameth.org | www.montanameth.org

Montana Meth Project Raises \$1 Million Toward Capital Campaign Goal

New Donations Critical to Sustaining Meth Prevention Program

MISSOULA, Mont.—July 19, 2007—The Montana Meth Project today announced that it has raised more than \$500,000 in private and corporate donations as part of its year-long capital campaign. All donations will be matched, dollar-for-dollar, thanks to a grant from the Siebel Foundation, bringing the total collected to more than \$1 million. The money raised will fund the Project's innovative public education campaign, reducing first time Meth use in the state of Montana.

Lee Enterprises of Montana (*Billings Gazette*, *Missoulian*, *The Montana Standard*, *Independent Record*, and *Ravalli Republic*), NorthWestern Energy Corporation, Burlington Northern Santa Fe Foundation, and Gilhousen Family Foundation led corporate donors, with additional support from Rio Tinto Energy, Davidson Companies, Pacific Steel & Recycling, Underriner Motors, City Motors of Great Falls, Sun Mountain Sports, and Greater Gallatin United Way.

"The state of Montana is being devastated by this Meth epidemic, and this donation is one way we can respond to the issue," said Mike Hanson, president and chief executive officer of NorthWestern Energy. "It's our duty to do everything we can to preserve our communities, and we hope other companies will follow our example. The Montana Meth Project is an effective solution to a debilitating problem, and we're proud to support its prevention efforts."

Corporate donors are being joined by individuals and communities in assuming responsibility for the continuation of the groundbreaking program. A tide of grassroots support for the Meth Project has boosted the capital campaign, including organized fundraising drives, events initiated by college and business school students, and contributions from local businesses and individuals across Montana. Some gifts have come from unexpected sources—several incarcerated Meth addicts donated their monthly income from the prison work program to the Meth Project, hoping that teens will be swayed from making the same mistakes that they made.

"People from all walks of life have really demonstrated their commitment to this program, and we're extremely grateful for the donations that have come pouring in over the past six months," said Montana Meth Project Chairman Mike Gullede. "From corporations to private citizens, their dollars, coupled with the Siebel Foundation's matching challenge grant, are integral in ensuring the Meth Project can continue in its mission of preventing Meth use."

Launched in September 2005, the Montana Meth Project has been credited with reducing teen Meth use in the state by 38%, and decreasing positive workplace testing by more than 70%. Combining extensive research with a hard-hitting, integrated media campaign, it has been repeatedly cited as an effective response to a devastating social problem.

- more -

"This is a successful program that has proven to save lives," said Richard Russack, president of the Burlington Northern Santa Fe Foundation. "The Montana Meth Project's campaign is effectively reaching teens and their parents. Not only is it having a tremendous impact on the state of Montana, but it's also being leveraged in other states across the nation. With such compelling results, it was critical for us to show our support with a donation to ensure this important work can continue."

The Siebel Foundation announced a challenge grant late last year, offering to match all donations received by November 15, 2007 from private and corporate sources, up to a total of \$5 million. With donations of more than \$500,000 to date, nearly \$4.5 million is still available through the challenge grant, in essence doubling every donation made to the organization.

The Meth Project is the largest advertiser in Montana, reaching 70-90% 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 on the addicts and their loved ones, have gained international attention for their uncompromising approach, winning numerous awards. 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 to make a donation that will be matched by the Siebel Foundation's challenge grant, please go to www.montanameth.org.

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 in the state. The Meth Project is funded by a grant from the Thomas and Stacey Siebel Foundation. For more information, visit www.montanameth.org.

Media Contacts:

Kirsten Clausen
GolinHarris
213-438-8726
kclausen@golinharris.com

Sarah Ingram
GolinHarris
213-438-8721
singram@golinharris.com