

MONTANA METH PROJECT

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Montana Meth Project Ads Generate National Recognition

Four Meth ads appear on AdCritic.com's prestigious Top 20 list

Missoula, Montana, September 27, 2005 – The Montana Meth Project announced today that four of its television commercials are recognized on the AdCritic.com Top 20 list—a high honor in the advertising industry. One of the project's spots, titled "Laundromat," peaked at number three in the nation on September 23, listed ahead of commercials from well-known advertisers such as Nike, Volkswagon, Honda, and FedEx.

"It's encouraging to know that these commercials are getting noticed nationally by those in the advertising industry," said Peg Shea, Executive Director of the Montana Meth Project. "This type of recognition attests to the quality and impact of these ads. They are indeed powerful and meant to create dialogue—and it appears that they are doing just that."

AdCritic.com's Top 20 List is a ranking of the nation's most popular television spots, based on number of downloads. User downloads for the previous 24 hours are tallied each day to determine which spots make the list. The Top 20 is not cumulative—the list is based on data from a single day.

The Montana Meth Project's hard-hitting anti-meth advertising campaign launched throughout the state of Montana on September 1, 2005. The advertising campaign consists of television ads, radio ads, ads in movie theaters, as well as print and outdoor ads. The ads were developed after conducting statewide research including a series of focus group meetings in Montana communities with Montana teens to hone the message, tone and creative approach.

AdCritic.com is part of the Advertising Age Group's network of sites dedicated to delivering readers the latest news and information about the advertising industry. Advertising Age is recognized the most authoritative and complete source of information for advertising, marketing and media professionals.

Ad Critic's Top 20 list for September 23 included the following ads:

- 1 Manhattan Short Film Festival: "The Search for Starbuck's"
- 2 Levi's: "Ice Cream Van"
- 3 **Montana Meth Project "Laundromat"**
- 4 Miller High Life: "Girl on the Moon"
- 5 Orange: "Blackout"
- 6 Volkswagen: "Alarm Clock"
- 7 **Montana Meth Project: "Bathtub"**
- 8 Nike: "Make the Cut"
- 9 EA Games: "Burnout Revenge"
- 10 Honda: "Keyhole"
- 11 Sony Ericson: "To Catch a Thief"
- 12 NSPCC: "Talk 'Till it Stops"

- 13 Volkswagen: "Port-a-Potty"
- 14 Manhattan Short Film Festival: "Grandma's Surprise Party"
- 15 **Montana Meth Project: "Just Once"**
- 16 FedEx: "Day Ahead"
- 17 Manhattan Short Film Festival: "The Calf Who Would Be Veal"
- 18 Manhattan Short Film Festival: "Flight"
- 19 Manhattan Short Film Festival: "Jimmy"
- 20 **Montana Meth Project: "That Guy"**

About the Montana Meth Project:

The Montana Meth Project is a 501(c) 3 charitable organization based in Missoula, Montana. The primary objective of the Montana Meth Project is to reduce first-time methamphetamine use among Montana teens, educating them about the risks and consequences of using methamphetamine. The ultimate goal of this effort is to create positive, lasting change through a significant research based teen-focused media campaign focusing on prevention. The project also seeks to raise awareness about the scale, depth and critical nature of the methamphetamine problem in Montana, mobilizing a call to action in communities across the state to get involved. The project is funded by a grant from the Thomas and Stacey Siebel Foundation.

www.montanameth.org

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