

THE METH PROJECT

Meth Project Campaign Wins National Gold ADDY Awards

High-impact Program Achieves Highest Industry Recognition

Palo Alto, Calif.—August 12, 2009—The Meth Project today announced that it has received two National Gold ADDY Awards for its high-impact, integrated campaign to prevent Meth use through print, television, radio, and Internet advertising. The Meth Project campaign was recognized for excellence in both the Outdoor and Television categories, and was selected from among more than 60,000 entries submitted annually for the American Advertising Federation’s prestigious ADDY Awards. The ADDY Awards are the advertising industry’s largest competition, recognizing creative excellence and the best advertising worldwide.

The winning Meth Project television ads were directed by Alejandro González Iñárritu, the Academy Award-nominated director and producer of films including “Babel,” “21 Grams,” and “Amores Perros.” Built on the theme, “This isn’t normal, but on Meth it is,” the television ads portray the consequences of Meth abuse for teens, their friends, and their families. The ads can be viewed at www.methproject.org/ads.

The advertising industry has consistently recognized the Meth Project campaign for excellence, with more than 40 awards to date. Earlier this year, the Meth Project campaign won a Silver and two Gold ADDY regional awards that qualified the campaign to compete for the national honor. The Meth Project earned a local Gold ADDY award in 2008, seven ADDY awards at the national and local level in 2007, one Bronze Lion Award from the Cannes International Advertising Festival in 2007, and two gold Effie awards in 2007.

Prior to the Montana Meth Project’s launch in 2005, Montana ranked #5 in the nation for Meth abuse and Meth-related crime.ⁱ Since the Montana Meth Project launched its advertising campaign along with public policy and community outreach efforts, the state has seen a 63% decline in teen Meth use,ⁱⁱ a 72% decrease in adult Meth use,ⁱⁱⁱ and a 62% drop in Meth-related crime.^{iv} The Montana Meth Project’s successful prevention model has been adopted by additional states, including Idaho, Arizona, Wyoming, Colorado, Hawaii, and Illinois.

About the Meth Project

The Meth Project is a national non-profit organization headquartered in Palo Alto, California, aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. First implemented in Montana as the Montana Meth Project, the program has demonstrated significant results in changing attitudes and behaviors toward Meth. The Meth Project is funded by a grant from the Thomas and Stacey Siebel Foundation. For more information, visit www.methproject.org.

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ⁱ Office of National Drug Control Policy, Pushing Back Against Meth: A Progress Report on the Fight Against Methamphetamine in the United States. November 2006

ⁱⁱ Montana Office of Public Instruction, 2009 Montana Youth Risk Behavior Survey. June 2009

ⁱⁱⁱ Montana Attorney General, Mike McGrath. Methamphetamine in Montana: A Follow-up Report on Trends and Progress. April 2008

^{iv} Montana Attorney General, Mike McGrath. Methamphetamine in Montana: A Follow-up Report on Trends and Progress. April 2008