

IDAHO METH PROJECT

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MEDIA ALERT

Givin' Meth the Boot Event Features Rising Country Star Lady Antebellum

IDAHO FALLS, Idaho—September 16, 2008—The Idaho Meth Project will host its first Givin' Meth the Boot event on Monday, October 27 at the Colonial Theater. The event will feature a performance from one of modern country's rising stars, Lady Antebellum. Tickets are available for \$25 and can be purchased by phone at (208) 522-0471 or by visiting the Idaho Falls Arts Council Ticket Office (490 A Street, Idaho Falls). All event proceeds will benefit the Idaho Meth Project, a statewide prevention and public awareness campaign designed to reduce the prevalence of first-time methamphetamine use in Idaho.

Givin' Meth the Boot has been organized by local community and business leaders who support the groundbreaking work of the Idaho Meth Project. Led by Kathy Simpson, wife of U.S. Congressman Mike Simpson, many citizens and corporations have contributed their volunteer and financial support to organize this event, including Mountain View Hospital, Eastern Idaho Regional Medical Center, Melaleuca, Bank of Idaho, The Hartwell Corporation, Idaho National Laboratory, Nobis Travel and the City of Idaho Falls. Idaho Governor C.L. "Butch" Otter and First Lady Lori Otter are expected to attend and will participate in the event.

WHAT: Givin' Meth the Boot with Lady Antebellum
Sponsored by the Idaho Meth Project
Presented by Mountain View Hospital and Eastern Idaho Regional Medical Center

WHO: Lady Antebellum, the trio of Hillary Scott, Charles Kelley and Dave Haywood, earned "Top New Group" honors at the 2008 Academy of Country Music (ACM) Awards. The group's first single from their #1 debut album *Lady Antebellum*, "Love Don't Live Here," soared into the Top 5 on the country radio charts.

WHEN: Monday, October 27, 2008
8:00 p.m.

WHERE: Colonial Theater (450 A Street, Idaho Falls)

COST: \$25.00 - Seating is limited
To purchase tickets, call (208) 522-0471 or visit the Arts Council Ticket Office (490 A Street, Idaho Falls)

About the Idaho Meth Project

The Idaho Meth Project is a non-profit organization that implements a range of advertising and community action programs to reduce methamphetamine use in the state. Launched in January 2008, the Idaho Meth Project leverages a proven model that combines extensive research with a hard-hitting, integrated media campaign. The Idaho Meth Project is affiliated with the Meth Project, 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. For more information, visit www.idahomethproject.org.

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