

WYOMING METH PROJECT

Wyoming Meth Project Launches New Campaign with Television Ads by Acclaimed Director Darren Aronofsky

New TV, Radio, Billboard, and Online Ads Show the Impact Users Have on Friends and Family

CASPER, Wyoming—May 17, 2010—The Wyoming Meth Project announced its latest public service messaging campaign, which launched statewide today. The research-based campaign includes a new series of television, radio, online, and outdoor ads that show the devastating impact Meth can have on the friends and family of those who use the drug. Acclaimed filmmaker Darren Aronofsky, best known for his award-winning films *Pi*, *Requiem for a Dream*, and *The Wrestler*, directed the television campaign.

The new ads were unveiled at an event at the Boys & Girls Club of Central Wyoming that was attended by community leaders and Wyoming Meth Project funders and volunteers. Ashley Bright, chief professional officer of the Boys & Girls Clubs of Central Wyoming, introduced the new ads.

“We have worked with the Wyoming Meth Project since its launch two years ago to educate young people about the dangers of using Meth,” said Bright. “The campaign’s ‘Not Even Once’ message has really resonated with the kids in our programs, and we believe this next wave of ads will give them a new level of understanding about the risks of Meth use. Not only can you destroy your own life, but using Meth will have a devastating impact on the people you care about most—your friends, your family, and your community.”

According to research conducted by the United States Department of Health and Human Services, Wyoming has one of the highest rates of methamphetamine use for those 12 and older, and for teens aged 12 to 17. Wyoming law enforcement and social service officials indicate Meth is the leading drug problem facing the state, citing its devastating social and financial impacts. A report by the U.S. Attorney’s Office for the Wyoming district found that in 2007, 94% of Wyoming District Court drug offenders were convicted of Meth related crimes, up from 68% in 2005.

“Meth remains a serious problem in Wyoming, but I am encouraged by the progress we are seeing,” said Jean Davies, executive director of the Wyoming Meth Project. “According to a statewide survey, since the launch of the Wyoming Meth Project teens in our state have become more aware of the risks associated with taking Meth just once or twice. But we still have a lot of work to do. We need to continue to arm Wyoming’s young people with information that will help them make the right decision if they are ever offered an opportunity to try this destructive drug.”

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The new television ads directed by Darren Aronofsky take a dark look at how Meth affects those closest to the user. In one of the television ads, you hear a boy reflect on how much he cares about his mother, but the visual shows a very different picture. The boy is actually an addict who steals money from her to buy Meth, and when she confronts him he becomes physically abusive, knocking her to the ground. In another ad, a girl talks about her loyal friends just as they are seen dumping her body in front of a hospital after an apparent overdose, then speeding away.

Darren Aronofsky's debut feature film was *Pi*, released in 1998. That film was followed by the critically acclaimed *Requiem for a Dream*, which chronicled a destructive descent into drug addiction, and earned actress Ellen Burstyn an Academy Award nomination. Last year his film *The Wrestler* received Academy Award nominations for actor Mickey Rourke and supporting actress Marisa Tomei.

In addition to Aronofsky's television ads, the campaign will include new online, outdoor, and radio ads. All can be viewed at http://www.wyomingmethproject.org/View_Ads/.

About the Wyoming Meth Project

The Wyoming 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 2008, the Wyoming Meth Project leverages a proven model that combines extensive research with a hard-hitting, integrated media campaign. The Wyoming 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.wyomingmethproject.org.

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