



KMGH-TV
Graphic Ads Aimed At Showing Ugly Face Of Meth

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Commercial Campaign Launched By Colorado Meth Project

Graphic ads depicting the consequences of methamphetamine use are being rolled out across Colorado.

It's part of a campaign launched Thursday by a new nonprofit group called the Colorado Meth Project. Gov. Bill Ritter and Attorney General John Suthers attended the launch and warned that adults might find some of the radio, TV, newspaper and billboard advertisements offensive.

But they said the ads need to honestly portray the damage done by meth to reach their target audience -- teens and young adults -- to keep them from trying meth even one time.

"Because it's not fiction," said Ritter. "I support this being graphic to really grab the attention of the potential users."

Similar campaigns have been already been set up in five other states, including Wyoming and Montana.

Supporters say Montana ranked fifth in the country for meth use, but after two years in The Meth Project, the state had dropped to 39th.

The program will cost about \$4 million a year. Most of it is paid for with grants from private foundations.