

History of Red Ribbon Week



- A time for gratitude for all the lives that remain drug free
- A time to pledge to live a safe and drug-free life

The Story behind the Red Ribbon Symbol

Enrique "Kiki" Camarena grew up in a dirt-floored house with hopes and dreams of making difference.

Kiki worked his way through college, served in the Marines and became a police officer. When he decided to join the U.S Drug Enforcement Administration, his mother tried to talk him out of it. "I can't not do this," he told her. "I'm only one person, but I want to make a difference."

The DEA sent Kiki to work undercover in Mexico investigating a major drug cartel believed to include officers in the Mexican army, police and government. On Feb. 7, 1985, the 37-year-old agent left his office to meet his wife for lunch. Five men appeared at the agent's side and shoved him into a car. One month later, Kiki's body was found in a shallow grave. He had been tortured to death.

In honor of Kiki's memory and his battle against illegal drugs, friends and neighbors began to wear red badges of satin. The National Federation of Parents, Inc sponsored the first nationwide campaign that same year. In 1988, with Nancy Reagan as honorary Chairperson, an eight-day Red Ribbon Week was proclaimed by the Congress of the United States. The red ribbon has become a symbol of awareness, a sign that we choose to strive for drug-free lives.



Red Ribbon Week - October 22-26

Red Ribbon Week is a time to educate our students about drug abuse and prevention and to promote awareness surrounding this issue. The Red Ribbon campaign brings millions of people together to raise awareness regarding the need for alcohol, tobacco and other drug and violence prevention, early intervention, and treatment services. It is the largest, most visible prevention awareness campaign observed annually in the United States.

Monday 10/22	Tuesday 10/23	Wednesday 10/24	Thursday 10/25	Friday 10/26
<p>Lei off Drugs/ Rally in Red</p> <p>Lei's will be provided</p> <p><u>Wear Red!</u></p> 	<p>Friends don't let friends do drugs!</p> <p><u>Twin Day!</u></p> 	<p>Unity Day "Unite together to fight drug abuse & bullying"</p> <p><u>Wear Orange</u></p> 	<p>Team Up Against Drugs</p> <p><u>Sports Apparel!</u></p> <p>Guest Speakers In gym MS 9:30-10:15 HS 10:15-11:30</p> 	<p>Put Drugs to Sleep</p> <p><u>PJ Day!</u></p> 

