



Red Ribbon Week 2020

Be Happy, Be Brave, Be Drug Free

Red Ribbon Week is the oldest and largest drug prevention campaign in the country. This year Red Ribbon Week will be celebrated October 23 - 31, 20. This year the theme is, "Be Happy, Be Brave, Be Drug Free!"

Red Ribbon Week serves as a vehicle for communities and individuals to take a stand for the hopes and dreams of our children through a commitment to drug prevention and education and a personal commitment to live drug free lives with the ultimate goal being the creation of drug free America.

Perhaps more importantly, Red Ribbon Week commemorates the ultimate sacrifice made by DEA Special Agent Enrique "Kiki" Camarena, who was murdered while fighting the battle against illegal drugs, to keep our country and children safe.

Within weeks of his death in March of 1985, Camarena's Congressman, Duncan Hunter, and high school friend Henry Lozano, launched Camarena Clubs in Imperial Valley, California, Camarena's home. These coalitions pledged to lead drug-free lives and began to wear red badges of satin, red ribbons, as a symbol Camarena's memory. The Red Ribbon Week campaign emerged from the efforts of these clubs and coalitions.

Today, Red Ribbon Week is recognized worldwide and celebrated, helping to preserve Special Agent Camarena's memory and further the cause for which he gave his life. The Red Ribbon Campaign also became a symbol of support for the DEA's efforts to reduce demand for drugs through prevention and education programs. By wearing a red ribbon during the last week in October, Americans demonstrate their opposition to drugs. They pay homage not only to Special Agent Camarena, but to all men and women who have made the ultimate sacrifice in support of our nation's struggle against drug trafficking and abuse.

Every School Day Counts
Attend today, achieve for a lifetime!