

**FOR IMMEDIATE RELEASE:**

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**RED RIBBON WEEK 2019**

Red Ribbon Week, which is celebrated annually October 23-31, is the nation's oldest and largest drug prevention awareness program. It was started after the death of Drug Enforcement Administration (DEA) Special Agent Enrique "Kiki" Camarena, who in 1985 was brutally tortured and murdered by drug traffickers he was investigating in Mexico. As a tribute to SA Camarena, friends and neighbors began wearing red badges of satin. Coalitions, made up of groups of people who were tired of the devastation drugs and alcohol were causing, began forming to embrace Special Agent Camarena's belief that one person can make a difference in the battle against drugs<sup>1</sup>.

Today, more than 30 years after the first official national Red Ribbon Week celebration, wearing red ribbons during the month of October continues to represent our pledge to live drug free and honors the sacrifice of all who have lost their lives in the fight against drugs. This year's theme is, "Send a Message. Stay Drug Free."

Red Ribbon Week offers a great opportunity for the community - parents; teachers; school nurses, counselors and coaches; youth, faith based and community organizations - to provide awareness and encourage the choice to live a drug free life.

The Red Rock Regional Prevention Coordinator celebrates this week along with many schools in the area to raise awareness about living a drug free life. Please take the opportunity to talk to your kids about drugs. If you have any questions regarding Red Ribbon Week, please visit [www.redribbon.org](http://www.redribbon.org)

Red Rock RPC's Mission is to encourage individual responsibility, positive behavior, and personal growth; strengthen families and communities; promote a drug-free society through education, training, prevention, research, advocacy, and environmental strategies. Red Rock RPC is funded through the Oklahoma Department of Mental Health and Substance Abuse Services. For more information please contact the RPC at 580-323-9736.

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<sup>1</sup> <http://www.redribbon.org/about/>