



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Julia Cochran
Regional Prevention Coordinator
juliac@red-rock.com
405-250-9696

Oklahoma to Light Up Red for Red Ribbon Week *Send a Message, Stay Drug Free*

Canadian County (October 23, 2019) –

What Is Red Ribbon Week?

It is an ideal way for people and communities to unite and take a visible stand against drugs. Show your personal commitment to a drug-free lifestyle through the symbol of the Red Ribbon, October 23 - 31st. The Red Ribbon Campaign is also the oldest and largest drug prevention program in the nation, reaching millions of youth during Red Ribbon Week.

Why?

The mission of the Red Ribbon Campaign® is to present a unified and visible commitment towards the creation of a DRUG - FREE AMERICA.

Who?

National Family Partnership is the sponsor of the National Red Ribbon Week® Celebration. They are helping citizens across the country come together to keep children, families and communities safe, healthy and drug-free, through parent training, networking and sponsoring the National Red Ribbon Campaign®. Schools throughout Canadian County plan to celebrate the week-long event.

How?

Plan a Red Ribbon celebration. Locally, Yukon Middle School along with the Yu-Can Coalition plans to have students sign something saying they are pledging to be drug free. At Yukon High School, they plan to do a candy sale during the school day. We just post up in the rotunda and sell snacks to the students/teachers. Last year they made

some posters to tie it into a Halloween theme, too. They will make posters to incorporate the RRW theme to the candy sales. The Yu-Can Youth Coalition also purchased several items to pass out to the other schools in the district (bracelets, pencils, water bottles, erasers, etc.)

Statewide, the Skydance Bridge in Oklahoma City, Myriad Gardens and the Tulsa Performing Arts Center, among other landmark locations, will light up **RED** during Red Ribbon Week to commemorate the event.

To join the conversation:

Facebook@redribbonweek

Instagram@redribboncampaign

Twitter@redribbonweek

#RedRibbonWeek

#RedRibbonWeek2019

#SendAMessageStayDrugFree



Red Rock Regional Prevention Coordinator (Region 13) grant is funded by the Oklahoma Department of Mental Health and Substance Abuse Services, SAMHSA, and Center for Substance Abuse Prevention.