



Red Ribbon Week

Red Ribbon Week is the nation's oldest and largest drug prevention program reaching millions of Americans during the last week of October every year. By wearing red ribbons and participating in community anti-drug events, young people pledge to live a drug-free life and pay tribute to DEA Special Agent Enrique "Kiki" Camarena. Special Agent Camarena was an 11-year veteran of the DEA assigned to the Guadalajara, Mexico, office where he was on the trail of the country's biggest marijuana and cocaine traffickers.

On February 7, 1985, he was kidnapped, brutally tortured, and murdered by Mexican drug traffickers. His tragic death opened the eyes of many Americans to the dangers of drugs and the international scope of the drug trade.

RAYSAC (Roanoke Area Youth Substance Abuse Coalition) and Blue Ridge Behavioral Healthcare are excited to sponsor Red Ribbon Week in the Roanoke Valley as a way to demonstrate our commitment to a safe and drug free Roanoke Valley.

All schools in our jurisdictions (Roanoke City, Salem City, Botetourt County, Craig County, Roanoke County, and all private schools in our area) are encouraged to participate in week long (October 26-30th) drug and alcohol awareness events to promote a drug free lifestyle for our youth.

Elementary and middle schools participate in a poster contest. This year the theme is *Drug-Free Is the Key!* Entries are judged on artwork, originality of ideas, creativity and neatness. The winners receive monetary gift cards.

All Elementary, Middle and High Schools participate in a School Competition. Prizes are given to the school that best illustrates the spirit of Red Ribbon Week. The week ends with a Candlelight Vigil of Remembrance and Hope on Sunday, November 1, 2009 at Hotel Roanoke. The prizes are awarded at that time.

Parents talk to your children about *Red Ribbon Week*. Ask them what their school is doing to raise awareness about alcohol, and other drug abuse. Use your voice, they will listen!

A special thank you to our friends at WDBJ 7 for promoting Red Ribbon Week by producing youth prevention messages in local Public Service Announcements. Watch for them in October!