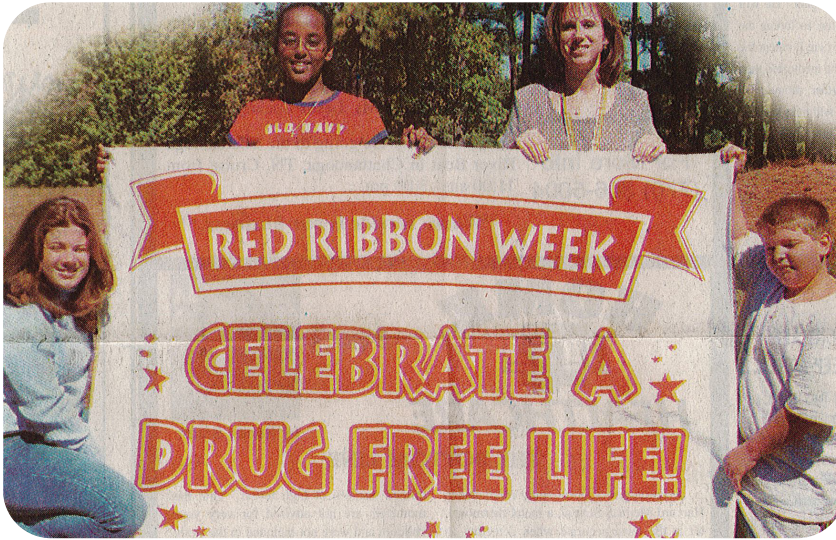


# Red Ribbon Week Campaign

October 23 through 31



Fayette Middle School students, from left, Shay McCoy, Selam Engida, health teacher Kathy Folden and student Thomas Moore show off their banner. GEORGIA 2001

*The Red Ribbon Campaign® is the oldest and largest drug prevention program in the nation, reaching millions of young people during Red Ribbon Week®, October 23rd - October 31st each year.*

## 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 - 31<sup>st</sup>. The mission of the Red Ribbon Campaign® is to present a unified and visible commitment towards the creation of a drug-free America.

## Why?

The National Family Partnership organized the first Nationwide Red Ribbon Campaign in response to the murder of Drug Enforcement Agent Enrique "Kiki" Camarena. Camarena was tortured and killed in Mexico in 1985. After his murder, angered parents and youth in communities across the country began wearing Red Ribbons as a symbol of their commitment to raise awareness of the killing and destruction cause by drugs in America.

## Who?

The National Family Partnership is the sponsor of the National Red Ribbon Week® Celebration. We 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®.

## How?

Plan a Red Ribbon celebration using materials from Nimco, Inc. Order Red Ribbon themed items for your classroom, office or home and show your support for living drug-free! Proceeds from the sale of Red Ribbon themed merchandise helps us to continue to promote drug prevention education. Visit [Nimcoinc.com](http://Nimcoinc.com).

Participate in the National Red Ribbon Theme Contest. Each year a new theme is chosen through a national contest. The contest starts in January and runs through December 4. By participating in the theme contest, you are helping to increase the awareness and effectiveness of Red Ribbon Week. Join us! Learn more about the contest by visiting [redribbon.org/theme](http://redribbon.org/theme).



## Help Us Spread The Word About The Red Ribbon Campaign By Promoting the 2021 Theme, Drug Free Looks Like Me™.

Use one or more of the suggested social media posts below

### FACEBOOK

- Drug Free Looks Like Me.™ – Celebrate @RedRibbonWeek (October 23-31).
- Today, I'm honoring Kiki Camarena, a DEA agent who died while fighting substance abuse. Join me in celebrating @RedRibbonWeek 2021. Take the pledge: [www.redribbon.org/pledge](http://www.redribbon.org/pledge)

### TWITTER

- Drug Free Looks Like Me.™ – Celebrate @RedRibbonWeek (October 23-31). #DrugFreeLooksLikeMe #RedRibbonWeek
- Today, I'm joining teens, parents, teachers, and other citizens across America in celebrating @RedRibbonWeek (October 23-31), the oldest and largest drug prevention program in the nation. #RedRibbonWeek #DrugFreeLooksLikeMe

### INSTAGRAM

- Drug Free Looks Like Me.™– Celebrate Red Ribbon Week (October 23-31). #DrugFreeLooksLikeMe #RedRibbonWeek
- It's Red Ribbon Week and I am taking a stand against drugs. Join me. Take the pledge: [www.redribbon.org/pledge](http://www.redribbon.org/pledge) #RedRibbonWeek #DrugFreeLooksLikeMe



**Facebook & Twitter:** [@RedRibbonWeek](https://www.facebook.com/RedRibbonWeek) **Instagram:** [@RedRibbonCampaign](https://www.instagram.com/RedRibbonCampaign)

### Other Ways To Get Involved

- Visit our website for a list of Activities, [www.redribbon.org/activities](http://www.redribbon.org/activities).
- Enter the National Red Ribbon Week Photo Contest. Visit our website for details.

To learn more about the Red Ribbon Campaign, visit [www.redribbon.org](http://www.redribbon.org)

