

For Immediate Release
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KEOKUK COUNTY CELEBRATES RED RIBBON WEEK

The last week in October signified a week known as Red Ribbon Week, where Iowans join others across the nation to raise awareness about drugs and encourage healthy choices.

Red Ribbon Week was established by Congress in 1988 to commemorate the work of Enrique "Kiki" Camarena, a Drug Enforcement Administration agent, who was murdered in the line of duty and has come to represent the belief that one person CAN make a difference in the fight against drugs. The Red Ribbon campaign promotes this belief and encourages a drug-free lifestyle and involvement in drug prevention efforts.

Locally, Keokuk County Schools all participated in a variety of activities and used several tactics to get the information to students. Keota students provided announcements each day about the risks of alcohol and other drugs. Pekin schools invited speakers to talk with their middle and high school students about choices. Sigourney Schools designated each day of Red Ribbon Week with a theme and corresponding activities. Tri-County's High School Honor Society students did presentations in front of the younger students about making good choices.

In the several of the surrounding communities, businesses and churches supported Red Ribbon Week, too. Many of the churches put a bulletin insert in their weekly worship bulletin, explaining the history and importance of all community members' efforts to reduce substance abuse. Business employees wore red or a red ribbon to symbolize their support for a drug-free community.

Red Ribbon Week is one tool in a comprehensive continuum of prevention activities, and provides an excellent starting point for implementation of community-based prevention efforts.

For more information on Iowa Red Ribbon Week, visit the web site at <http://www.redribboniowa.org>.