

# KCSTAAR Stall Street Journal

Red Ribbon Week

October 23-31

## ABOUT RED RIBBON WEEK

Red Ribbon Week serves as a vehicle for communities and individuals to take a stand for the hopes and dreams of our children through a commitment to drug prevention and education and a personal commitment to live drug free lives with the ultimate goal being the creation of drug free America.

And, perhaps more importantly, Red Ribbon Week commemorates the ultimate sacrifice made by DEA Special Agent Enrique "Kiki" Camarena, who died at the hands of drug traffickers in Mexico while fighting the battle against illegal drugs to keep our country and children safe.

### Red Ribbon Week- "The Story Behind the Symbol"

Special agent Enrique "Kiki" Camarena was sent to Mexico on a marijuana bust. He was just about to solve a multi-billion dollar drug pipeline. He was kidnapped, brutally tortured, and murdered.

His death made many people realize the dangers of drugs and the international scope of the drug trade. In 1985, Congressman Duncan Hunter and Kiki's high school friend Henry Lozano created "camarena clubs," of which 100 members pledged to lead drug free lives in honor of Kiki.

In Agent Camarena's home town, Calexico, CA, the public outpouring of support turned in to an organized community response in which citizens wore red ribbons. They became a voice for prevention in order to reduce the demand for illegal drugs and illegal use of legal drugs in America. The following year the California State PTA adopted the Red Ribbon Week campaign. Then, in 1988, Red Ribbon Week was recognized nationally with President Ronald and First Lady Nancy Reagan serving as the first Honorary Chairs.



### TOP 10 WAYS TO SAY NO TO DRUGS!

10. I'll say it slow for you NNOOOO.
9. Sorry I'm on a drug-free diet.
8. No, I'm already weird enough.
7. I prefer my brown eyes to your red ones.
6. Gee thanks, but I'm high on life.
5. No, my imagination is good enough already.
4. No, but if you have any chocolate..?
3. I don't have time for drugs.
2. No thanks, I like my brain the way it is.
1. No.