



DRUG DEMAND REDUCTION PROGRAM

DID YOU KNOW?

History of Red Ribbon Week



Oct 11

Contact us at 481-5998 or stop by and see us in the Med Group, Bldg 46, RM 1375



The Story Behind the Symbol

Enrique “Kiki” Camarena grew up in a dirt-floored house with hopes and dreams of making a difference.

Camarena worked his way through college, served in the Marines and became a police officer. When he decided to join the U.S. Drug Enforcement Administration his mother tried to talk him out of it. “I can’t, not do this,” he told her. “I’m only one person, but I want to make a difference.”

The DEA sent Camarena to work undercover in Mexico investigating a major drug cartel believed to include officers in the Mexican army, police and government. On 7 Feb, 1985, the 37-year-old left his office to meet his wife for lunch. Five men appeared at the agent’s side and shoved him in a car. One month later, his body was found in a shallow grave. He had been tortured to death.

Within weeks of his death in March of 1985, Camarena’s Congressman, Duncan Hunter, and high school friend, Henry Lozano, launched Camarena Clubs in Imperial Valley, California, Camarena’s home. Hundreds of club members pledged to lead drug-free lives to honor the sacrifices made by Camarena and others on behalf of all Americans. These coalitions began to wear red badges of satin, red ribbons, as a symbol Camarena’s memory. The Red Ribbon week campaign emerged from the efforts of these clubs and coalitions.

Today, Red Ribbon week is nationally recognized and celebrated, helping to preserve Special Agent Camarena’s memory and further the cause for which he gave his life. The Red Ribbon Campaign also became a symbol of support for the DEA’s efforts to reduce demand for drugs through prevention and education programs. By wearing a red ribbon during the last week of October, Americans demonstrate their opposition to drugs. They pay respect to Special Agent Camarena, but to all men and women who have made the ultimate sacrifice in support of our nation’s struggle against drug trafficking and abuse.

About the Event

Red Ribbon Week is the oldest and largest drug prevention campaign in the country. This year Red Ribbon Week will be celebrated 22-30 Oct 2011.

Take a visible stand towards creating a drug free community—Come by DDR and get your Red Ribbon to wear during Red Ribbon Week.