



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 - 31st. 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?

NFP has been the leading organization in drug-free prevention for forty (40) years. NFP is committed to helping families and children reach their full potential and it is impossible to help without donations such as NIMCO. NIMCO is the only place families, children, and schools can purchase Red Ribbon Merchandise Theme material to support ongoing drug education in the schools. Visit Nimco, Inc. to use Red Ribbon Merchandise for your office, school, classroom, or home to show your support in making America drug-free.

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.

