



Student Services Red Ribbon Week 2016

Red Ribbon Week is the oldest and largest drug prevention campaign in the country. This year Red Ribbon Week will be celebrated October 23-31, 2016.

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.

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.

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."

Camarena was murdered while working undercover for the DEA in Mexico. He was investigating a major drug cartel believed to include officers in the Mexican army, police and government.

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. These coalitions pledged to lead drug-free lives and 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 recognized worldwide 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 in October, Americans demonstrate their opposition to drugs. They pay homage not only 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.

The Story Behind the Symbol

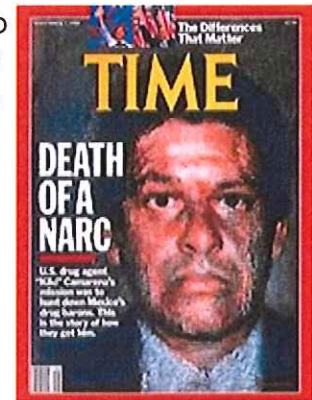
Enrique (Kiki) S. Camarena was born on July 26, 1947 in Mexicali, Mexico. He graduated from Calexico High School in Calexico, California in 1966, and in 1968 he joined the U.S. Marine Corps. After serving in the Marine Corps for two years, he joined the Calexico Police Department as a Criminal Investigator in 1970. In May of 1973, Kiki started working as a Narcotics Investigator with the El Centro Police Department.



He stayed with the El Centro P.D. until June 28, 1974 when he joined the Drug Enforcement Administration (DEA). His first assignment as a Special Agent with DEA was in a familiar place - Calexico, California. In 1977, after three years in Calexico, he was reassigned to the Fresno District Office in Northern California. Four years later, Kiki received transfer orders to Mexico, where he would work out of the Guadalajara Resident Office. For four and one-half years in Mexico, Kiki remained on the trail of the country's biggest marijuana and cocaine traffickers. And in early 1985, he was extremely close to unlocking a multi-billion dollar drug pipeline. However, before he was able to expose the drug trafficking operations to the public, he was kidnapped on February 7, 1985. On that fateful day, while headed to a luncheon with his wife, Mika, Kiki was surrounded by five armed men who threw him into a car and sped away.

That was the last time anyone but his kidnapers would see him alive.

It is believed that Special Agent Camarena's death actually occurred two days later, but his body was not discovered until March 5, 1985. He was 37 years old and was survived by his wife, Mika and their three children, Enrique, Daniel and Erik. During his 11 years with DEA, Kiki received two Sustained Superior Performance Awards, a Special Achievement Award and, posthumously, the Administrator's Award of Honor, the highest award granted by DEA.



Shortly after Kiki's death, Congressman, Duncan Hunter, and high school friend Henry Lozano launched *Camarena Clubs* in Kiki's hometown of Calexico, California. Hundreds of club members including Calexico High School teacher David Dhillon wore red ribbons and pledged to lead drug-free lives to honor the sacrifices made by Kiki Camarena and others on behalf of all Americans.



Red Ribbon Week eventually gained momentum throughout California and later the United States. In 1985, club members presented the "Camarena Club Proclamation" to then First Lady Nancy Reagan, bringing it national attention. Later that summer, parent groups in California, Illinois, and Virginia began promoting the wearing of Red Ribbons nationwide during late October. The campaign was then formalized in 1988 with President and Mrs. Reagan serving as honorary chairpersons. Today, the eight-day celebration is

sponsored by the National Family Partnership (previously known as the Federation of Parents for Drug Free Youth), and has become the annual catalyst to show intolerance for drugs in our schools, work places, and communities. Each year, during the last week in October, more than 80 million young people and adults show their commitment to a healthy, drug-free life by wearing or displaying the Red Ribbon.



**Student Services
Anti-Bullying and Red Ribbon Week 2016**

School: _____

Administrator: _____

The following activities occurred to promote Anti-Bullying and Drug Free Schools:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Please complete and return to Linda Pete in Student Services by November 16, 2016. Your information will be shared with the Mt. Diablo Community.