

'Heroes Remain Drug Free' focus of campaign

National Red Ribbon Campaign 2008

"ASK ME, SEE ME, I'M DRUG FREE, BE ME – Heroes Remain Drug Free"

Red Ribbon history:

Enrique Camarena 1943 – 1985: An American Hero

It was February 7, 1985 at 2 p.m. on a warm winter afternoon in Guadalajara, Mexico, when U.S. Drug Enforcement Administration (DEA) agent Enrique (Kiki) Camarena locked his badge and revolver in his desk drawer and left to meet his wife for lunch. Kiki unsuspectingly crossed the street to his pickup truck. While unlocking the doors to his vehicle, he was grabbed by five men who shoved him into a beige Volkswagen. One month later, his body was discovered in a shallow grave. Kiki and his informant, Alfredo Zavala Avelar, were savagely and grotesquely murdered.

Kiki joined the DEA in 1974 and asked to be transferred to Guadalajara, Mexico, the center of the drug trafficking empire. While investigating a multi-billion dollar drug scam, he confiscated thousands of pounds of cocaine, and hundreds of thousands of pounds of marijuana. He suspected the drug scam involved officers of the Mexican army, police and government. Kiki was a believer that one person CAN make a difference and he sacrificed his life to prevent drugs from entering the United States.

In 1985, the National Federation of Parents for Drug Free Youth joined with DEA and implemented a Red Ribbon campaign that spread places as far away as Europe. The National Red Ribbon campaign is celebrated every year October 23 – 31, and is dedicated to Kiki Camarena and all of the people who have been wrongly killed due to the violence of drugs.

Since then, millions of Americans have gotten involved in, and been touched by the Red Ribbon Campaign efforts. No other single drug prevention movement has had such impact on so many lives.

The Red Ribbon Campaign is an opportunity to send a consistent "No Drug" message to people everywhere. The Carlisle Barracks and Letterkenny community are invited and highly encouraged to take part in this year's celebration. The following activities and events took place Oct. 23-31.

Schedule of Events:

Tuesday, October 7

-Poster contest, "ASK ME, SEE ME, I'M DRUG FREE, BE ME" will run Oct. 7 – 28 – see flyer for details or contact Youth Services.

Friday, October 17

-Decorate Youth Center – all youth are invited to join the staff in decorating the center, refreshments will be provided.

Wednesday, October 22

-Posters and baskets of red ribbons will be distributed throughout post at various locations.

Thursday, October 23

-McGruff to visit CDC children with Red Ribbons and handouts, 9 a.m.

-Guards will hand out Red Ribbons at the gates in the morning.

-Official kickoff ceremony 1600 in the Youth Center with Garrison Commander.

-Refreshments will be provided in Youth Center following the event.

Monday, October 27

-A display table will be set-up at the soccer fields with give-away items from 1600 – 1730.

Tuesday, October 28

-Movie-night at youth center (videos on drug-free awareness) free snacks.

-Display table at PX with give-away items. Enter to win dinner and movie from Subway or Anthony's from 1600 – 1730.

Wednesday, October 29

-Drug and Alcohol Prevention Presentation by Cumberland/Perry County Drug and Alcohol Program. Topic: Current Trends in the Carlisle community 1600 -1700, Post Theater.

Thursday, October 30

-Halloween parade on Indian Field at 5 p.m.

-Poster contest prizes awarded

-McGruff will be present from 4:30 to 6 p.m.

-Halloween Party at LVCC, 6 to 9 p.m., for grades 6 – 12.

Special Promotions:

During the week of October 23-31, the following organizations will be offering a special promotion for all

individuals wearing a Red Ribbon:

- Bowling Center – a free small soft drink with the purchase of a food item

- Golf Course - \$2.00 off an electric cart rental during a round of golf

- Skill Development Center – free self-help in the framing area and auto shop

- ITR/ODR – enter to win a MWR Bus Trip w/purchase at ITR or ODR. Good for one seat on any MWR Bus Day Trip. Value NTE \$20.00

- Post Exchange – enter to win free dinner and movie from Subway or Anthony's on October 28 from 4 to 5:30 p.m.in the PX lobby at the Red Ribbon Display table

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