

The Red Ribbon History

RED RIBBON WEEK is the nation's oldest and largest drug prevention awareness program. The National Family Partnership started Red Ribbon Week after the death of Drug Enforcement Administration (DEA) Special Agent Enrique "Kiki" Camarena.

Enrique "Kiki" Camarena was born on July 26, 1947 in Mexicali, Mexico. He graduated from Calexico High School in Calexico, Calif. in 1966. After graduation, he joined the U.S. Marines where he served for two years. Following his military service, Kiki joined the Calexico Police Department and later moved to the El Centro Police Department. On June 28, 1974 he became part of the Drug Enforcement Administration. Seven years later he was assigned to the resident office in Guadalajara. He worked out of this office for four and a half years and was close to exposing a major drug trafficking operation. On February 7, 1985 Kiki was kidnapped, he was brutally tortured and murdered by the drug traffickers he was investigating in Mexico. He was 37 years of age.

Shortly after Kiki's murder, U.S. Congressman Duncan Hunter and Calexico High School classmate Henry Lozano launched Camarena Clubs in Kiki's home town of Calexico, Calif. Club members wore red ribbons and pledged to lead drug free lives.

Red Ribbon Week eventually gained momentum throughout California and later the United States. The Elks have been supporters of Red Ribbon Week since the beginning. The campaign was formalized by President and Mrs. Reagan who served as honorary chairpersons. Congress officially established Red Ribbon Week in 1988. Nationwide, it is celebrated annually in the last week in October.

For the complete Red Ribbon Week history, visit www.elks.org/dap

CELEBRATING RED RIBBON WEEK

Distributed by the Elks Drug Awareness Program.

In Partnership with



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CELEBRATING RED RIBBON WEEK



HONORING ENRIQUE "KIKI" CAMARENA

**I pledge to say NO to drugs
to encourage my friends
to say no to drugs,
to provide support to
others who use drugs,
to help them learn
to say no to drugs,
to become educated on the
dangers of drugs and provide
this information to my community.**

*Copy of the original Calexico High School
Kiki Camarena club pledge in 1985.*

CELEBRATE RED RIBBON WEEK

- Learn about the destructive effects of drug abuse and opioid misuse.
- Educate your family members and friends.

TAKE ACTION:

- Sponsor an anti-drug poster and essay contest
- Create an anti-drug PSA
- Host a community drug awareness event
- Decorate or light up buildings and national monuments in red
- Take the pledge and promote living a healthy, drug-free lifestyle

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