

NEWS RELEASE

Levelland ISD will be one of the over 100,000 schools and other organizations across the U.S. that will be celebrating Red Ribbon Week during the week of October 25-29. This year marks the 22nd annual celebration in which Levelland ISD and other schools will spread the important message about living a drug-and alcohol-free lifestyle. As drugs and alcohol continue to threaten the well-being of our youth, Red Ribbon Week's mission is more relevant than ever.

Red Ribbon Week was inspired by the life and work of Drug Enforcement Agency (DEA) Special Agent Enrique "Kiki" Camarena. Camarena yearned to make a difference from a very early age. After earning a college degree in criminal justice and serving as both a U.S. Marine and police officer, Camarena joined the DEA so he could help fight illegal drugs. In 1985, while working undercover in Mexico, Camarena was kidnapped and killed by drug traffickers. The 37-year old special agent was survived by his wife Geneva and their three children. Responding to his murder and the horrific effects of drugs on our society, citizens in Camarena's hometown of Calexico, California began wearing red ribbons. The trend took hold throughout the country, and in 1988 Congress officially proclaimed the last week of October as Red Ribbon Week. Now every October, American children, parents, and educators unite to take a stand for a drug-free land. Levelland ISD will celebrate Red Ribbon Week with the following schedule of activities for October 25-29..

October 25-29

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| Monday | Sign pledge posters and pass out red ribbons/pencils/bracelets: Team Up Against Drugs-Wear a team jersey or shirt |
| Tuesday | Being Drug Free is No Sweat-Wear Sweats |
| Wednesday | National Wear Red Day |
| Thursday | Be a JEAN-ius, don't do drugs-wear jeans |
| Friday | Say Boo to Drugs-Wear Costumes |