



FOR IMMEDIATE RELEASE  
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Lake Jackson —October 26-30 La Marque Independent School District will participate in the National Red Ribbon Week sponsored by the Youthworks Prevention Program of the Bay Area Council on Drugs and Alcohol (BACODA). This year's theme is "Be Drug Free, Alcohol Free, Tobacco Free, Promote Peace." For Red Ribbon Week BACODA's Youthworks staff will make an effort to underline the importance of staying drug free by focusing in a positive way on the good character traits of not doing drugs with each day underlining another anti-drug message. The students will participate in contests by writing Short Essays, Raps, Poetry Slams, Workbook Colorings and Spoken Word Poems.

As drug use becomes more and more prevalent with today's youth, it is imperative that students are taught the importance of remaining drug free as well as making good choices.

"Every day, parents, caregivers, teachers, and other caring adults have extraordinary opportunities to turn ordinary times with children into special, teachable moments that can keep them healthy and drug free," said Becky Buentello, Director of the Youthworks Program of the Bay Area Council on Drugs and Alcohol. "From the time they are very young, talk with them openly and often about the dangers of underage drinking and drug abuse."

BACODA is encouraging all community members to show support for this campaign by displaying red ribbons on their cars, houses, fences, mailboxes, etc. It is intended to show that the people of La Marque believe in their youth and the values America grew up on.

In 1985, Drug Enforcement Administration undercover agent Enrique "Kiki" Camarena was killed by drug traffickers in Mexico. Angered by his death and the damaging effects of drugs on our culture, people of Camarena's hometown of Calexico, California, began wearing red ribbons in his honor.

The trend spread across the country and in 1988, Congress proclaimed the last full week in October as National Red Ribbon Week. The event continues to grow as more and more schools show their support for a drug-free America.

Though Red Ribbon Week officially ends on October 30<sup>th</sup>, the importance on remaining drug free is emphasized at La Marque schools yearlong. With BACODA staff and La Marque students working together to keep communication open within the schools, students will be well informed to make good decisions when it comes to staying drug free.

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