

2016 DEA Red Ribbon Rally

October 2016

00:32

Hello everyone I'm Gary Owen the Chief

00:34

of Congressional Public Affairs here at

00:36

DEA and I'd like to welcome you all to

00:38

DEA's 2016 red ribbon rally at this time

00:42

I'd like to remind everyone to silence

00:44

and electronic devices you may have with

00:46

you today the annual Red Ribbon Week

00:49

observances around the country serve to

00:51

remind everyone of the need to educate

00:54

America's youth about the dangers of

00:56

drug abuse and is a call to redouble our

00:58

efforts concerning drug prevention

01:00

education and awareness especially for

01:04

those of us at da this is a time to

01:05

reflect on the sacrifice made by special

01:07

agent Kiki Camarena and renew our

01:10

commitment to stopping the drug dealers

01:11

operating on America streets but this is

01:15

also a time for hope time to build for

01:18

the future red ribbon is about helping

01:20

kids make informed choices it's a time

01:24
for all of us to get together and start
01:26
a dialogue concerning the dangers of
01:28
drug abuse with youth across the country
01:30
our master of ceremonies today is Joe
01:33
Lusignan Joe is the deputy director of
01:36
West Coast operations in the drug demand
01:39
reduction resource officer for the young
01:41
Marines the young Marines is a national
01:44
youth organization which embraces drug
01:46
education is a core tenant not
01:49
surprising is the fact that Joe is a
01:51
former Marine he was also a deputy
01:53
sheriff in Benton County Washington Joe
01:56
has worked with the young Marines for
01:58
over 20 years last week the young
02:01
Marines received its eighth Department
02:03
of Defense fulcrum shield award which
02:05
recognizes the unit in East Valley
02:07
Arizona for their intensive efforts to
02:09
spread anti-drug messages in their
02:11
community we congratulate the young
02:14
Marines and thank you Joe for your work
02:16
with this amazing group of young leaders

02:18

please join me in welcoming Joe to the

02:20

stage

02:28

thank you Gary and good morning everyone

02:30

I have to be honest with you normally

02:33

when I speak its without a script but I

02:36

promised Tammy that I would do my best

02:39

to stick to the script today so for

02:41

right now would you please stand for the

02:43

presentation of the colors by air force

02:47

JROTC from the arlington virginia career

02:50

center and remain standing for the

02:52

singing of our national anthem by

02:55

members of the south lakes high school

02:57

choir

03:27

detail

03:38

[Music]

03:58

[Music]

04:04

[Music]

04:15

[Music]

04:21

bombs bursting

04:31

[Music]

04:39

[Applause]

04:58

a foot forward

05:07

[Music]

05:22

thank you to the Junior ROTC color guard

05:25

and the South Lakes High School Choir we

05:27

look forward to hearing from the choir

05:29

again later in the program and thank you

05:32

all for joining us today at DEA red red

05:34

red ribbon rally you may take your seats

05:36

please I'd like to welcome all of our

05:44

program participants our guests from

05:46

other federal government agencies the

05:49

military fellow law enforcement de A's

05:52

national drug prevention partners and

05:54

you the DEA employees to this event we

06:01

also welcome everyone who is viewing the

06:03

webcast of this program today where's

06:06

the camera that I'm just going to say it

06:11

hi mom we have an exciting program plan

06:18

for you so let's get started we will

06:20

begin this morning with a video about

06:22

the history of red ribbon followed by a

06:24

special message from Judge Enrique

06:26

Camarena jr. son of DEA special agent

06:29

Kiki Camarena

06:39

like many hugely positive things Red

06:42

Ribbon Week grew out of something

06:43

profoundly negative the savage murder of

06:46

enrique kiki camarena a Drug Enforcement

06:49

Administration special agent on February

06:52

seventh 1985 life forever changed for

06:56

the Camarena family enrique kiki

06:58

camarena Salazar loving husband father

07:02

son and brother decorated marine police

07:07

officer and special agent had been

07:09

kidnapped by drug dealers never to be

07:11

seen alive again he was taken to a house

07:15

not too far away from the consulate

07:16

where he was tortured he was kept alive

07:19

by injection so he could relay more

07:23

information about what he knew about the

07:24

traffickers and after a few days of

07:27

torture

07:29

with killed for his kidnappers the story

07:32

was to end there however for his family

07:35

friends and a grateful nation it was

07:37

only the beginning they hunted down

07:40

captured and brought his killers to

07:42

justice they pledged to not let his

07:45

legacy fade and his sacrifice be in vain

07:48

his body was flown back to the United

07:50

States aboard a military plane it was a

07:53

sad journey at his funeral hundreds of

07:56

law enforcement officers paid their

07:58

final respects to fallen comrade Kiki is

08:02

not the only special agent

08:05

has returned home who will return home

08:09

on his shield he shall not fail to honor

08:14

his trust in us across the country

08:18

citizens war and displayed red ribbons

08:20

not only in memory of special agent

08:23

Camarena but for all those whose lives

08:25

were lost trying to free the nation from

08:27

drugs beyond that the red ribbons

08:31

symbolized the development of an

08:32

attitude of intolerance regarding the

08:34

use of drugs in a 1988 Proclamation

08:38

Congress established red ribbon week to

08:40

commemorate the life and work of kiki

08:42

and to show in tolerance for drugs in

08:44

our schools workplaces and communities

08:51

hello everyone at DEA my name is Enrique

08:54

Camarena I am the oldest son of Enrique

08:58

Salazar Camarena Kiki as everybody knows

09:00

him I just want to say thank you to

09:02

everyone who celebrates red ribbon week

09:04

I find it hard to believe that it's been

09:07

30 years already and that red ribbon

09:10

week is about as strong as ever you know

09:12

we uh my mother and I go and speak about

09:15

red ribbon week to schools and two

09:17

different community groups and we're

09:19

amazed and just in awe at how many

09:23

people participate and how many people

09:25

try to affect the young lives of people

09:28

who sometimes make wrong choices right

09:32

but we as grown-ups we as people who are

09:34

in this business want to impart some

09:38

education let them know about the

09:40

dangers of drugs and then also for me

09:44

it's kind of a little bit of an added

09:47

cherry on top to tell them a little bit

09:49

more about my dad older more experienced

09:52

perhaps grape your gray haired people

09:54
remember my dad are the younger folks in
09:57
elementary school and junior high do not
09:59
and so I think it's important to remind
10:01
them give them a little history lesson
10:03
about what it is that inspired millions
10:06
and millions of people to celebrate red
10:08
ribbon week every year
10:10
that's my dad's story what happened to
10:11
him his sacrifice and the dangers that
10:16
he faced and the dangers that a lot of
10:18
people still face and so I I make sure
10:21
they understand that of course it comes
10:22
in a very personal way when I speak to
10:25
people but I think the fact they get the
10:29
story they understand it they pass it on
10:32
to everybody else that's one of the main
10:33
reasons why red ribbon week has lasted
10:35
it has a personal touch and I thank you
10:37
for convey that personal touch and thank
10:39
you for celebrating red ribbon week
10:42
every year thank you very much as a
10:55
retired police officer deputy sheriff I
10:57
saw a lot of tragedy in my career and it

11:01
seems like there's always the
11:02
opportunity for the child of those who
11:05
are surviving in the family to take the
11:07
wrong road and go south in their
11:09
limitation of their loss so it's nice to
11:12
see that Kiki jr. instead of going down
11:16
those wrong paths picked up that torch
11:18
and carried on in a great way that I
11:21
know his dad would feel very proud of
11:23
him I think as a parent we always want
11:27
to feel like we're doing the right thing
11:29
for our children and I know that Kiki
11:32
and looking down at his children has got
11:35
to be very proud of where his family has
11:37
gone after his loss and now we will hear
11:41
from the DEA Acting Administrator Chuck
11:43
Rosenberg Chuck Rosenberg was appointed
11:46
acting administrator of the Drug
11:48
Enforcement Administration on May 13
11:50
2015 by attorney general Loretta Lynch
11:54
prior to joining the DEA mr. Rosenberg
11:58
served as chief of staff and senior
12:01
counselor to the Federal Bureau of

12:03
Investigation director James Comey mr.
12:06
Rosenberg has also served as the US
12:09
attorney for the eastern eastern
12:11
district of virginia and the Southern
12:14
District of Texas in addition to
12:17
directing the drug enforcement work of
12:19
the DEA mr. Rosenberg also knows that
12:22
both enforce
12:23
and prevention efforts are critical to
12:26
keeping our communities safe and
12:28
drug-free please join me in welcoming
12:31
acting administrator Rosenberg to the
12:34
stage thank you for that introduction
12:45
thank you to those of you who are here
12:47
in those of you listening around the
12:48
country and around the world we remember
12:51
our own that's what we do in law
12:53
enforcement whether it's through police
12:55
week through a wall of honor that we
12:59
have in our offices here and around the
13:01
country and around the world or through
13:03
gatherings like this we remember our own
13:05
their sacrifice that they chose to do

13:08
good for a living and in case of special
13:13
agent Camarena and too many others paid
13:16
the ultimate cost for the choice that
13:20
they made let me say a few words first
13:22
let me thanks thank the young men and
13:25
women who are here today who are
13:26
performing who presented the colors
13:29
really when I say stuff up here I'm
13:31
talking to you not to anyone else I
13:33
worry that I'm preaching to the choir
13:35
with respect to the DEA into law
13:37
enforcement so let me just say a few
13:39
words to you first of all I was a
13:41
fabulous rendition of the star-spangled
13:43
banner really was
13:48
I've heard it performed many many times
13:51
seldom as good as that and I have no
13:55
doubt that the ensemble from westbury
13:57
high school the Jazz Ensemble will be
13:59
every bit as good but let me just say a
14:02
few words to you there is no way that
14:06
we're going to prosecute or jail or
14:08
enforce our way out of this this mess

14:11
this epidemic we're going to lose 47,000
14:16
people this year to a drug overdose
14:19
47,000 people will die from a drug
14:22
overdose I'm a huge baseball fan I know
14:25
are really cool guest speaker made his
14:29
mark in professional football but I
14:31
think the analogy I'm about to use will
14:34
resonate whether you're a football fan
14:36
or a baseball fan Nationals Park holds
14:38
about 41,000 people it would be as if
14:41
every man and woman and child at a
14:44
sold-out nats game died in a given year
14:47
and think about those numbers and that's
14:49
what's happening on an annual basis in
14:51
the United States it's an epidemic and
14:54
so I worry that people aren't going to
14:57
listen to me just an old guy they're
15:00
going to listen to you and I don't mean
15:02
that you should be standing on the
15:03
street corner handing out pamphlets or
15:05
you know things like that but you all
15:08
have friends you all have families right
15:10
you all have people that you have lunch

15:11
with or play sports with or sing with
15:13
talk to them if one of them is in
15:15
trouble talk to them pull them aside say
15:17
something this is the way we're going to
15:20
change this a person at a time a
15:22
conversation at a time a day at a time
15:26
so we're looking to you to help us do
15:30
our work as i said the DEA are the best
15:35
drug enforcers in the world they make
15:38
the biggest and most important cases
15:40
against the most violent gangs and
15:42
cartels but until we stop the demand all
15:46
right we're shouting into the wind so i
15:50
need you i need your friends and I need
15:52
your brothers and sisters to help just
15:55
be a part of this again I don't need to
15:57
handing out literature on the street
15:59
corners
16:00
if you see a friend in trouble just
16:02
reach out just say something it'll start
16:05
with you and if we get this right it
16:07
will end with you I wanted to thank to
16:10
all the young men and women who entered

16:15
our contest and particularly our Award
16:18
winners who are here today I know will
16:20
honor you a little bit later we'll get
16:22
to you I promise but thank you to in
16:24
your own way using your remarkable
16:27
talent I have your bookmarks by the way
16:29
I have all them thank you for using your
16:33
remarkable talent to help spread this
16:35
message to as with the other folks in
16:39
the audience today it starts with you do
16:42
your part you already have so thank you
16:44
the sooner I stop the quicker we can get
16:49
to quadratus Vale are really cool guest
16:53
speaker today so I'm going to stop I
16:55
guess you're going to come back up here
16:56
and introduce them but I'm so glad he's
16:59
here with us today listen carefully to
17:02
what he says not just the remarkable
17:05
athlete and an accomplished athlete but
17:09
he's a remarkably thoughtful man and I
17:12
hope that what he says will resonate
17:15
with you I trust it will and with all
17:17
the folks around the country and around

17:19
the world who will be listening as well
17:20
so thank you for making a difference I
17:23
need your help
17:34
as a retired law enforcement officer a
17:37
lot of mr. Rosenbergs words rang true
17:39
for me and it is in the key just as the
17:43
stance that we take with our young
17:45
marine program I would echo those
17:47
sentiments that I can after my
17:49
experiences in a career of law
17:51
enforcement talk till I'm blue in my
17:53
bald spot as far as the dangers of drugs
17:56
and they don't necessarily listen
17:58
because as an old person I'm supposed to
18:00
say drugs are bad but they will listen
18:02
to you or youth but the key to is we
18:07
have to realize as adults how difficult
18:09
that task that we're demanding of our
18:12
youth it is not easy for a young person
18:16
to stand up in the middle of a heist
18:19
publix high school and say dude the
18:21
Emperor's got no clothes it is not a
18:24
positively heard message when they say

18:26
drugs are bad but unless we can convince
18:29
our youth to pick up that torch and run
18:32
with it we will continue on the decline
18:34
that we're at I read a newspaper article
18:36
the other day that said fifty percent
18:39
fifty-seven percent of our adults in
18:42
this country are pro legalizing
18:44
marijuana if you are my age I really
18:51
don't have many concerns what you do in
18:53
the privacy of your own home however
18:56
when it affects our youth I think it's
18:59
incumbent on us to stand up and spins
19:01
and shout out that that's wrong it's
19:04
been linked to several medical issues
19:07
but for our progress as one of the
19:09
nation's are excuse me out of the world
19:11
superpowers we cannot afford to lose any
19:15
other our acumen or academic acumen from
19:18
our youth and it's been proven to cause
19:19
up the loss of IQ points in the ages of
19:23
14 to 24 as a nation this should scare
19:27
us however it's not our youth that are
19:30
pressing to legalize these drugs it's

19:33
our adults we're asking our youth to
19:36
change that message
19:41
this week and through the end of this
19:43
month there will be red ribbon events
19:45
going on all around the country in every
19:48
DEA field Division DEA employees will be
19:52
participating in red ribbon programs for
19:54
schools businesses and in their local
19:57
communities let's watch a video of the
20:00
Westbury High School Jazz Ensemble
20:02
performing at a red ribbon event just
20:04
last week in Texas welcome to Houston
20:12
it's an exciting time for us as we kick
20:15
off this year's red ribbon festivities
20:17
over the next couple of weeks we will go
20:20
out and throughout the region connect
20:22
with thousands of kids and educate the
20:25
kids on the ill and devastating effects
20:27
of drug use and drug trafficking and
20:30
also remind them of why they wear their
20:33
red ribbon in a recognition of Enrica
20:35
common data and all of the men and women
20:37
who have lost their lives in this fight

20:39

against illegal drug abuse and drug

20:41

trafficking I hope everyone enjoys the

20:43

performance we're going to dedicate this

20:46

to Tiki

20:48

[Music]

21:13

[Music]

21:23

No

21:28

you

21:36

me

21:41

[Music]

22:00

you

22:08

[Music]

22:13

you

22:14

you

22:42

hey

22:54

[Music]

23:00

No

23:18

[Music]

23:31

[Music]

23:40

[Music]

23:57

you

24:01

[Music]

24:09

[Music]

24:19
as you can see we do everything being in
24:21
Houston he's turned off of a red ribbon
24:23
celebration here at westbury high school
24:25
we had some great presenters we had
24:28
moose our explosive dog from the US
24:30
Marshal Service we had ATF we had the
24:33
Home Department of Homeland Security
24:35
along with DEA in a lot of great
24:37
presenters here today this has been a
24:39
great celebration and I would echo that
24:45
that was a great celebration with many
24:47
of it much of our music today
24:48
highlighting racism or misogyny or the
24:52
advent of escaping real harsh realities
24:55
of life through drug usage this is a
24:58
group of young adults using their
24:59
talents to preach a good message so we'd
25:03
like to thank Special Agent in Charge
25:05
Joe out of it and the Houston demand
25:07
reduction coordinator Don Mathis for
25:09
showing us how they celebrate red ribbon
25:11
in Texas
25:18
and now it is my extreme pleasure to

25:22

introduce our guest speaker for the day

25:24

Kadri Ismael Kadri is a former NFL wide

25:28

receiver who spent ten seasons in

25:31

professional football highlighted by a

25:33

victory in Super Bowl now I'm not your

25:36

average marine because in here it says X

25:39

X X with a V on it oh thank you sir a

25:45

victory in Super Bowl 35 as a member of

25:49

the Baltimore Ravens Kadri was nicknamed

25:52

the missile for his blinding speed as a

25:55

wide receiver and return specialist he

25:58

played for four teams in the NFL 1993 to

26:02

2002 including the Minnesota Vikings the

26:05

New Orleans Saints the Indianapolis

26:08

Colts and the Baltimore Ravens his only

26:11

true regret is that he never had the

26:13

opportunity to play for the New England

26:14

Patriots I may have made that last part

26:20

up cod duty is a former standout to

26:24

sport collegiate athlete named

26:26

all-american in both football and track

26:29

and field Kadri is currently a sports

26:31

television analyst and an athletic

26:34

trainer please join me in welcoming

26:35

Kadri Ishmael to the stage

26:42

oh you Patriots fan you so it is such

26:51

the honor to be standing before all of

26:53

you and I will preach to the choir and

26:57

say this that to all the DEA agents to

27:00

all the people in law enforcement to all

27:02

the people who put so much on the line

27:05

to help this country stay on the right

27:08

track and fight against those that want

27:11

to exploit the youth and the minds of

27:14

the people here in this country I want

27:15

to say thank you and I do know that it

27:18

is not a job that is a lot of high

27:20

praise but people like myself we do

27:23

recognize a job and the efforts that you

27:24

do and I do want to say thank you to you

27:27

that being said I also do want to also

27:30

speak to the young people i know that

27:33

throughout my time as a young person

27:35

I've had so many influences on my life

27:38

my coaches from high school I know that

27:42

my time in high school was a memorable

27:44

one but one of the things that I thought

27:47

that really left a strong impression

27:49

upon me was this so my coach you know he

27:53

always preached about being a team and I

27:56

think football is such a strong team

27:58

sport you obviously realize that you

28:01

know one person can mess up an entire

28:04

play but at the same time together

28:06

everyone can make a play be successful

28:09

whether be offensively defensively or

28:11

special teams and i think that uh one of

28:14

the things that i looked at for my life

28:16

especially then was the fact that i had

28:19

my brother as my teammate and i say this

28:21

because i know that when you look at

28:25

what we're talking about as far as the

28:27

choices that we make whether or not we

28:30

want to be that cool kid who feels like

28:32

yeah go ahead and smoke a joint oh no no

28:35

worry about it go ahead and get high on

28:36

some heroin or crack cocaine it's cool

28:39

just go ahead do it I think the one

28:41

thing that really stuck out in my mind

28:43
when we were in those situations my
28:45
brother and I stuck together and I
28:48
remember as a team he and I doing the
28:51
reverse peer pressure in high school I
28:53
clearly remember sitting that many
28:55
high school party and so for us it was
28:58
the drug of choice was just being a
29:00
young kid trying to get drunk and so all
29:03
the boys would you know try to be all
29:05
cool about going out there and seeing if
29:08
they could sneak in some some alcohol
29:10
into the party oh man how many beers did
29:13
you drink how many kegs did you have my
29:16
mindset was different I was like well
29:18
the mentors that I had my coaches my mom
29:22
they were all about look we recognize
29:24
yeah you have a choice to make but make
29:27
the right choice and then making that
29:28
right choice also recognize this that
29:32
you can influence those around you and
29:34
so my brother and I we basically had a
29:37
reverse peer pressure i literally would
29:40
go out to my friends and it wasn't about

29:41
you know sitting up there on the pulpit
29:43
but i would go to my friend's one on one
29:45
but a man what's up are you doing good
29:47
yeah kind of give him a stare like this
29:51
let me smell your breath your eye yeah
29:55
good all right we're good yeah we good
29:57
but it was just the interaction between
30:00
the 101 moments with my teammates with
30:04
my friends and the consistency it's not
30:07
about what I say but it is about what I
30:09
do that matters the most I fast forward
30:13
to today yes I have been privileged and
30:17
honored and blessed to say that I was
30:19
able to do what every child wanted to do
30:22
and that's to play in the National
30:25
Football League not me not every child
30:26
but I know for me a lot of my friends
30:28
yet we desire to be that less than 1% of
30:31
the population that gets an opportunity
30:32
to say they're super bowl champion we
30:35
didn't have Spygate either do you guys
30:36
house my game you guys have Spygate the
30:41
Patriots they deserved all their

30:42

championships I'm feeling a little

30:46

deflated right now about some of them

30:53

but I will say this though that I where

30:56

the Super Bowl ring proudly and I have

30:59

so many memories of what it took to to

31:03

get this ring the season actually was

31:05

one of my most challenging seasons i had

31:08

an MCL tear which is the ligament on the

31:12

inside of your knee and I remember going

31:15

through that injury and saying to myself

31:17

I can get back in one of the

31:19

conversations that I had backstage was

31:22

about the use of prescription medication

31:24

and I think that for me it was important

31:28

to stay on track with my message of

31:32

trying to keep my body as my temple in

31:35

other words what I put into it I don't

31:38

want it to harm me I don't want it to

31:39

hurt me and I wanted to help me and so

31:42

therefore I literally was like nah I

31:44

know you want to give me the

31:46

anti-inflammatory I know you want to

31:48

give me the painkiller but I have a

31:49
choice to make and I choose not to go
31:51
down that road and yes it was difficult
31:53
yes my leg wasn't a lot of pain but I
31:56
think as I look back on it I feel better
31:59
as a person that I was able to get
32:01
through that without having to rely upon
32:04
heavy prescription painkillers because I
32:06
do recognize that is something that a
32:08
lot of people are addicted to because of
32:10
the fact that they're trying to calm
32:12
their body and not be in that much pain
32:15
but with that being said though I will
32:18
say this i know that for young people as
32:21
well as the DEA agents that are here and
32:24
around the world that are listening that
32:26
it is about being a strong person of
32:29
choice you can either choose to go down
32:33
the path of destruction or you can
32:35
choose to say no I desire to live I
32:38
desire to stand before you and say that
32:42
you can take blood from me you can take
32:45
a urine sample you can pull my hair and
32:48
you can sample it all you want and I am

32:50

proud to say that I am drug-free I am

32:52

proud to say that yes I did make those

32:54

choices that were living choices not

32:57

choices of death I am proud to say that

32:59

yes my talents am I understand

33:03

of athletic success wasn't just about me

33:06

but it was about those mentors that I

33:08

was able to pay it forward that I was

33:10

able to go out and speak to a many a

33:12

young person my time in Minnesota we

33:14

spoke to over thousand dare groups

33:17

around the Minneapolis area I'm proud to

33:20

sit there before them and stand up and

33:23

be that role model for them yes I am

33:25

proud to say that I am drug-free but I

33:28

do recognize this thank you I do

33:35

recognize this that yes what is the next

33:38

generation what is the challenge before

33:40

you how can you yourselves come together

33:43

and say to yourselves how can we make

33:46

that positive peer pressure change as we

33:49

move forward in our lives I want to

33:52

thank all of you for being here today i

33:54

want to thank this opportunity to be in

33:57

front of you and celebrate a a tragedy

34:00

that turned into triumph a tragic event

34:03

that turned into a blessing i am

34:06

thankful for the men like Kiki who were

34:09

able to draw the line in the sand and

34:12

say no we will not allow this to

34:14

infiltrate our country no we will not

34:16

allow drugs to to have an effect on the

34:20

lives of the people that we love I am so

34:22

thankful and so blessed and I am so

34:25

thankful so honored to be in front of

34:26

you today god bless you god bless

34:29

america thank

34:43

do you see that ring on his finger you

34:46

put a flashlight on that and it will

34:48

light up this entire room of course

34:51

Brady's got four of them uh you know I

35:00

just got the opportunity of meeting

35:02

Kadri out the hallway and it was

35:03

somebody that I knew immediately that I

35:05

could be friends with you know in our

35:07

country we worship our athletes and we

35:09
put them on posters and we add elated
35:11
them and that type of thing but I would
35:13
argue that the message that he is
35:15
sending out now especially to our youth
35:19
should resonate so much more than the
35:22
touchdowns that he scored because the
35:25
potential for him really making the
35:27
difference in a child's life comes now
35:30
so thank you brother I appreciate that
35:35
and now it's time to recognize de A's
35:40
bookmark contest winners the bookmark
35:43
contest was established many years ago
35:46
for children of DEA employees to
35:48
encourage elementary and middle school
35:50
students to create drug prevention
35:52
messages in the form of a bookmark and
35:59
I'm looking at the script here because I
36:01
want to make sure that I didn't forget
36:03
to invite someone up on the stage with
36:04
me there but Tammy's assuring me that
36:06
I'm good to go although I just have to
36:10
go back to Kadri for a second when he
36:12
said that he would give up hair to prove

36:14
that he was drug-free they must have
36:19
tested him a lot
36:23
they men where was i before I so rudely
36:28
interrupted myself okay this year DEA
36:31
received 44 bookmark entries from
36:33
headquarters and the field the community
36:35
outreach section thanks everyone who
36:37
allowed their child or children to enter
36:39
the contest the entries were reviewed by
36:42
a panel of judges for originality
36:44
creativity and a clear drug prevention
36:46
message in the elementary school
36:52
category honorable mention goes to
36:54
Andrea via corte who is in the fifth
36:58
grade at Penn Valley Elementary School
37:00
in narberth Pennsylvania andrea is a
37:03
daughter of Special Agent lal via kurta
37:06
from the DEA Philadelphia field Division
37:08
andrea is here with her family today
37:11
andreea would you and your family please
37:13
stand and let's give her a round of
37:15
applause
37:26
Thank You audrea in the middle school

37:30
category honorable mention goes to
37:32
juliana areas who is in the eighth grade
37:34
at the American School Foundation in
37:37
Mexico City she is the daughter of
37:39
rafael reyes the assistant regional
37:42
director and a son seen reyez
37:44
intelligence research specialist in de
37:47
a's mexico city country office juliana
37:50
is not here with us today but if you and
37:53
your family are watching the live
37:55
webcast we congratulate you mr.
38:04
Rosenberg would you join me on stage for
38:06
the next presentations please the
38:17
winning bookmark in the elementary
38:19
school category was drawn by Joseph aqua
38:23
who is in the fifth grade at James
38:25
McHenry Elementary School in lanham
38:28
seabrook Maryland Joseph is the son of
38:31
Caryn grant aqua who works here at
38:34
headquarters in the office of
38:36
congressional and public affairs Joseph
38:39
would you please come to the stage so we
38:40
can show off that suit and would your

38:44
family please join you
38:57
and for those who member ZZ Top every
39:00
girl's crazy about a sharp-dressed man
39:21
let's give Joseph another hand please
39:33
you forgot his loot in the middle school
39:38
category the winning bookmark was drawn
39:40
by Daniel ávila excuse me via kurta who
39:45
is in the eighth grade at welsh Valley
39:46
Middle School in narberth Pennsylvania
39:48
Daniella is the daughter of special
39:51
agent Audrey elvia kurta from the
39:53
Philadelphia field Division Daniela and
39:56
Andrea who received an honor honorable
39:58
mention our sisters Daniela would you
40:02
and your family please come to the stage
40:28
let's give Danielle another hand please
40:36
congratulations again to all of our
40:38
bookmark contest winners there are
40:40
copies of all the winning bookmarks in
40:41
your program the DEA will be
40:43
distributing copies of the winning
40:45
bookmarks through the demand reduction
40:47
coordinators in the field each year the

40:54
DEA sponsors its community drug
40:56
prevention award to highlight the
40:58
importance of graft grassroots efforts
41:01
to keep our nation's communities safe
41:03
and drug-free to recognize the volunteer
41:06
activities of DEA employees and to
41:10
enhance the DA's future community
41:11
outreach related programs this year 17
41:15
nominations were submitted from across
41:18
the DEA in the country the community
41:20
outreach section thanks all of the
41:22
individuals and divisions who submitted
41:24
a nomination each nomination was scored
41:28
by a panel of five judges representing
41:30
the DA's office of intelligence
41:32
diversion control human resources
41:35
operations and the Washington field
41:38
Division thanks to all of the judges for
41:41
the time and careful consideration they
41:43
gave to each of the nominations I am
41:46
pleased to announce this year's award
41:48
winners the first award goes to walking
41:52
for wellness stop heroin nominated by

41:56

Karen Kato from DEA st. Louis field

41:59

Division walking for wellness stop

42:02

heroin was founded in the year 2013 in

42:05

memory of Nikki venas by her mother ghee

42:08

and its sister Brittany walking for

42:12

wellness stop heroin is a nonprofit

42:14

organization whose mission is to educate

42:17

the community on the dangers of heroin

42:19

and prevent heroin abuse the group

42:23

raises awareness by talking to school

42:25

groups assisting others in recovery and

42:28

helping to run support groups for those

42:31

who have lost loved ones to addiction

42:33

and overdose congratulations to walking

42:37

for wellness stop heroin and thank you

42:39

for your response to the heroin

42:41

in our country the second award goes to

42:52

the National inner schools Brigade

42:54

nominated by Joseph Mon Chou from the

42:57

DEA s kingston jamaica country office

43:01

the National inter-schools Brigade ni b

43:04

was created in 2000 to empower young

43:07

people between the ages of 8 and 24 by

43:11
providing mentoring counseling education
43:14
and training for Jamaica's at-risk youth
43:18
in October 2015 the National
43:21
inter-schools Brigade successfully
43:23
brought the first red ribbon week
43:25
celebration to Jamaica the event was
43:28
attended by more than 200 grade school
43:30
students in May of this year the inner
43:35
school's Brigade held an early
43:36
preventive intervention course
43:39
initiative which was designed to tackle
43:41
the growing concerns of young boys
43:43
smoking marijuana and committing
43:46
disciplinary infractions 240 young boys
43:51
between the ages of seven and eleven
43:54
participated in the courses which
43:56
included drug abuse and gang resistance
43:58
training congratulation to the National
44:02
inner schools Brigade for making a
44:05
difference in the youth of Jamaica
44:12
each of this year's winners will receive
44:14
a plaque and a thousand dollars to
44:17
support their local drug prevention

44:18
efforts in their communities in addition
44:23
to these two contests the DEA has other
44:26
contests and programs that support red
44:28
ribbon and demonstrate that is truly a
44:30
celebration for everyone the DEA is a
44:34
co-sponsor to the national family
44:36
partnerships national red ribbon photo
44:39
contest which engages families schools
44:41
and communities in actively spreading
44:43
the red ribbon message the NFP
44:49
coordinated the first national red
44:51
ribbon celebration and we thank them for
44:53
their continued leadership in this arena
44:56
the DEA and the substance abuse and
44:58
mental health services administration
45:00
are co-sponsoring a campus video PSA
45:04
contest for colleges and universities to
45:07
promote the importance of preventing
45:08
illicit drug use and legal drug misuse
45:11
among college students the DEA is red
45:16
ribbon patch program provides Boy Scouts
45:18
and Girl Scouts the opportunity to earn
45:21
a patch from the DEA by participating in

45:23
anti-drug activities in support of red
45:26
ribbon week to find out more about any
45:29
of these contests please visit [www.get
45:36
smart about drugs.com](http://www.getsmartaboutdrugs.com) the DEA also
45:40
sponsors a young marine award called the
45:42
Kiki Camarena division award we are
45:45
broken into six divisions across the
45:47
nation over about 300 units the DEA
45:51
selects one unit from every division to
45:55
award them the Kiki Camarena award for
45:57
the efforts that they're making in their
45:59
local communities for more information
46:01
about the young Marines please go to [ww
46:03
young Marines](http://www.youngmarines.com) calm shameless plug there
46:10
it's been a great program and I've
46:12
really enjoyed being here with you today
46:14
and I know this is scripted but I really
46:16
am I've made new friends I've seen some
46:18
great talent and this is an opportunity
46:21
for organizations that typically work on
46:24
their own
46:24
to come together for such a worthwhile
46:25
cause so we're almost close to the close

46:29
of our program but we have another
46:31
performance by the seniors from the
46:33
South Lake high school choral Department
46:34
which is part of the fairfax county
46:36
public school system under the direction
46:39
of rita gigliotti the south lakes high
46:42
school choral department has represented
46:44
the reston community with pride and
46:46
musical excellence over the last 12
46:48
years there are a hundred and sixty-five
46:51
students in the choir which includes
46:53
eight different ensembles which
46:55
consistently earn superior ratings and
46:58
rank among the top ten percent in our
47:00
country the virginian Music Educators
47:03
Association has named South Lakes High
47:06
School musics department a blue-ribbon
47:09
special since 2009 for earning superior
47:13
ratings and now the seniors of South
47:17
Lakes High School accompanied by Miss
47:19
Julie Longmire will sing bridge over
47:21
troubled water hey not so close makes me
47:24
a little nervous and let's welcome them

47:28

back to the stage

47:33

[Applause]

47:43

[Music]

47:49

[Music]

48:17

[Music]

48:22

when you're down like trouble

48:41

[Music]

49:23

ah

49:33

[Music]

49:43

I got

49:47

drama

49:48

one

49:50

[Music]

50:03

when you're down and uh

50:09

when you're on the street my lord when

50:15

he evening oh so hard I will comfort

50:33

[Music]

50:44

my god

50:48

Oh

50:48

[Music]

51:03

[Music]

51:16

when you're down and down like

51:34

[Music]

51:53

Wow

51:56

[Music]

52:07

[Music]

52:23

trouble

52:26

[Music]

52:37

[Music]

52:45

you're troubled water when you're down I

52:53

don't care do you like

52:56

[Music]

53:05

did

53:10

ah

53:10

[Music]

53:48

let's hear one more time for this south

53:50

lakes high school seniors that was

53:52

impressive well I hope you all enjoyed

54:00

our event today as I mentioned in

54:02

today's opening red ribbon week is about

54:04

drug prevention education and awareness

54:06

it's also about people taking action

54:09

through family schools and communities

54:11

if you're interested in getting a

54:12

contact DA's community outreach section

54:15

for more information and they along with

54:18

a team of volunteers make this annual

54:19

event possible and I'd like to just take

54:21

a second to show my appreciation for all

54:24

the effort that went into this program

54:25

today so thank you very much again thank

54:32

you for being here and this concludes

54:33

our event

54:54

you

English (auto-generated)