

SAVE THE DATE

OCTOBER 1, 2020

DRUG ENFORCEMENT ADMINISTRATION

VIRTUAL NATIONAL RED RIBBON RALLY



www.dea.gov/redribbon

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Red Ribbon is a national anti-drug campaign that is celebrated annually October 23-31. During Red Ribbon, young people in communities and schools across the nation pledge to live drug free by wearing red ribbons and participating in community-wide anti-drug events.

Red Ribbon Week is also a time to pay tribute to DEA Special Agent Enrique "Kiki" Camarena, whose death led to the creation of the Red Ribbon program. Today, millions of Americans all over the United States continue to wear red ribbons to symbolize their support for a united, drug-free nation.

This year's virtual Red Ribbon Rally will feature voices from our community. Our special guests represent diverse experiences and perspectives on drug misuse prevention and Red Ribbon activism. The Red Ribbon Rally will be premier on October 1 for the general public on www.dea.gov.

Any questions regarding the virtual rally or for more information about Red Ribbon please email

community.outreach@usdoj.gov

STREAMING

BEGINS

OCTOBER 1