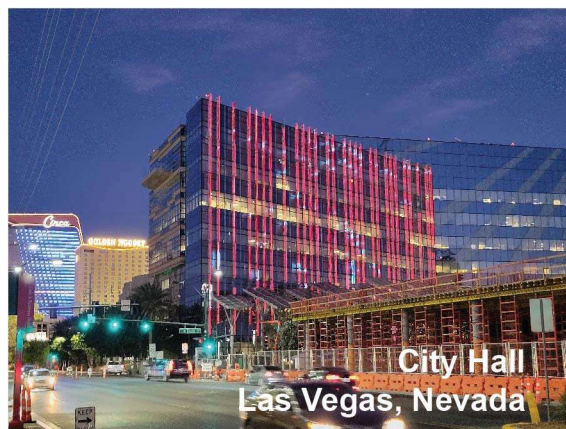


Go Red for RED RIBBON WEEK



Go Red for Red Ribbon brings awareness to living a drug-free life by lighting up buildings, landmarks, businesses, and bridges in red!



October 23-31 Red Ribbon Week

The nation's oldest and largest drug use prevention awareness program.

Show Your Support:

- Light up buildings, landmarks, businesses, and bridges in red during the week of October 23-31
- Post a photo on your social media platforms and tag [#DEARedRibbon](#) and [#GoRed4RedRibbon](#) and
- Upload your photo at getsmartaboutdrugs.com/red

For more information and to access the Red Ribbon toolkit, visit

www.dea.gov/redribbon



RED RIBBON WEEK, October 23-31

LIVING DRUG FREE

**RED
RIBBON
WEEK**
OCTOBER 23-31

www.dea.gov

Red Ribbon Week is the nation's oldest and largest drug use prevention awareness program. Red Ribbon Week started after the death of DEA Special Agent Enrique "Kiki" Camarena, who in 1985 was brutally tortured and murdered by drug traffickers he was investigating in Mexico.

After Kiki's death, people started wearing red ribbons to honor his sacrifice. Today, millions of people celebrate Red Ribbon Week by wearing red ribbons, participating in community drug use prevention events, and pledging to live drug-free lives.

dea.gov/redribbon
getsmartaboutdrugs.com
justthinktwice.com
campusdrugprevention.gov

