

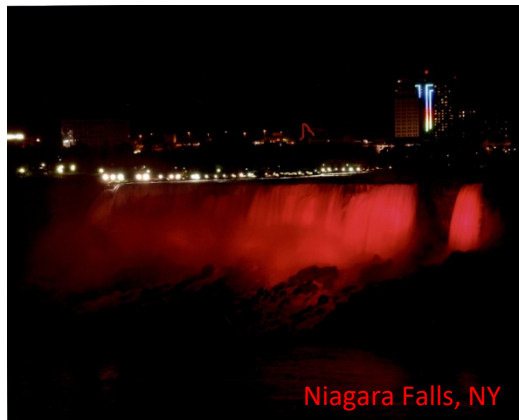
Go Red for Red Ribbon Week!



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



Brooklyn Borough Hall, Brooklyn, NY



Niagara Falls, NY



KBK Federal Building, Rochester, NY

October 23-31
Red Ribbon Week
The nation's oldest and
largest drug abuse
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

For more information and
to access the Red Ribbon
toolkit, visit
www.dea.gov/redribbon



Red Ribbon Week, October 23-31



Red Ribbon Week is the nation's oldest and largest drug abuse 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 antidrug events, and pledging to live drug-free lives.

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

