



October 17, 2011

RED RIBBON WEEK

October 22 - 30, 2011

About the Event

Red Ribbon Week is the oldest and largest drug prevention campaign in the country. Although the start end dates can vary slightly depending on the organization and source, Red Ribbon Week generally takes place the last full week in October, with the weekends before and following the last full week included as appropriate celebration dates. This year Red Ribbon Week will be celebrated October 22 - 30, 2011 .

Red Ribbon Week serves as a vehicle for communities and individuals to take a stand for the hopes and dreams of our children through a commitment to drug prevention and education and a personal commitment to live drug free lives with the ultimate goal being the creation of drug free America.

And, perhaps more importantly, Red Ribbon Week commemorates the ultimate sacrifice made by DEA Special Agent Enrique "Kiki" Camarena, who died at the hands of drug traffickers in Mexico while fighting the battle against illegal drugs to keep our country and children safe.

For more information, products, and supplies for Red Ribbon Week please check out Prevention Partners website, [click here](#).