

Character Counts!/Red Ribbon Week 2009

Drug-Free: The Character Way To Be

Wednesday, October 21 - Character Keeps You In The Game

***Wear your favorite team's jersey or shirt for our Hometown Heroes pep rally**

Thursday, October 22 - PAWSitively Drug Free

***Wear something with an animal print or that has an animal on it.**

Friday, October 23 - Real Heroes Are Drug Free

***Dress up for third-grade Grandparents' Day at Westwood**

Saturday, October 24 - Let's Wrap The Town Red at Stevenson Park (8:30-9:30 am)

Monday, October 26 - We're InspiRED by Character

***Wear RED to kick off National Red Ribbon Week**

Tuesday, October 27 - Walk Away From Drugs

***Wear your walking shoes for our school-wide wellness walk during specials.**

Wednesday, October 28 - Color The World With Character

***Wear your favorite pillar color - or ALL of them! - to wrap up the week.**

For More information visit: www.imdrugfree.com

www.theantidrug.com

www.drugfreeworld.org

The Story Behind the Symbol

Enrique "Kiki" Camarena grew up in a dirt-floored house with hopes and dreams of making a difference. Camarena worked his way through college, served in the Marines and became a police officer. When he decided to join the U.S. Drug Enforcement Administration, his mother tried to talk him out of it. "I can't not do this," he told her. "I'm only one person, but I want to make a difference." The DEA sent Camarena to work undercover in Mexico investigating a major drug cartel believed to include officers in the Mexican army, police and government. On Feb. 7, 1985, the 37-year-old Camarena left his office to meet his wife for lunch. Five men appeared at the agent's side and shoved him in a car. One month later, Camarena's body was found in a shallow grave. Within weeks of his death in March of 1985, Camarena's Congressman, Duncan Hunter, and high school friend Henry Lozano, launched Camarena Clubs in Imperial Valley, California, Camarena's home. Hundreds of club members pledged to lead drug-free lives to honor the sacrifices made by Camarena and others on behalf of all Americans. These coalitions began to wear red badges of satin, red ribbons, as a symbol of Camarena's memory. The Red Ribbon Week campaign emerged from the efforts of these clubs and coalitions. Today, Red Ribbon Week is nationally recognized and celebrated, helping to preserve Special Agent Camarena's memory and further the cause for which he gave his life. The Red Ribbon Campaign also became a symbol of support for the DEA's efforts to reduce demand for drugs through prevention and education programs. By wearing a red ribbon during the last week in October, Americans demonstrate their ardent opposition to drugs. They pay homage not only to Special Agent Camarena, but to all men and women who have made the ultimate sacrifice in support of our nation's struggle against drug trafficking and abuse.