

# Elks to Celebrate Red Ribbon Week October 23-31



**GL Newsletter, September 2013 Drug Awareness: Celebrating Red Ribbon Week**  
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Special Contributor

Enrique (Kiki) Camarena was a Mexican undercover agent for the United States Drug Enforcement Administration who was abducted on February 7, 1985, and then tortured and murdered, while on assignment in Mexico. Shortly after Kiki's death, high school friend Henry Lozano and Congressman Duncan Hunter launched Camarena Clubs in Kiki's hometown of Calexico, CA. Hundred of club members including Calexico High School teacher David Dillon wore red ribbons and pledged to lead drug-free LIVES TO HONOR THE SACRIFICES MADE BY Kiki Camarena and others on behalf of all Americans. Interest from school districts in other California cities afforded Henry Lozano, then-Executive Director of Imperial Valley Teen Challenge, to create Camarena Clubs statewide with the support of the Benevolent and Protective Order of Elks.

Red Ribbon Week eventually gained momentum throughout the United States. In 1988, the National Federation of Parents for Drug-Free Youth championed the first national Red Ribbon Week campaign with Honorary Chairman President Ronald Regan and First Lady Nancy Reagan. That same year, Congress officially established Red Ribbon Week.

Today, the eight-day celebration during the last week in October (23-31), more than 80 million young people and adults show their commitment to a healthy, drug-free life by wearing or displaying the Red Ribbon.

October is just around the corner and Red Ribbon Week will be her before we know it. So now is the time to start planning your Lodge's Red Ribbon week celebration. It would be a great time to plan a Red Ribbon Week activity in conjunction with Halloween or to kick off the Elks Drug Awareness poster and essay contests. This year the Poster and Essay contest' theme is "Down with Drugs...Up with Awareness." There are so many great ideas to be found on the Internet just by searching Red Ribbon Week.

The Elks are proud to be a part of such an important tradition!

For more on Red Ribbon Week go to <http://www.elks.org/dap/redRibbonWeek.cfm>