

2020
Virtual
**RED
RIBBON**
Rally



U.S. Department of Justice
Drug Enforcement Administration

Please Join Us Starting on October 1

The Drug Enforcement Administration will hold its annual National Red Ribbon Rally virtually this year. Our virtual rally will premiere on www.dea.gov on October 1, 2020, and be available to share throughout the month of October.

This year's Red Ribbon Rally features voices from our community and special guests who represent diverse experiences and perspectives on drug prevention and Red Ribbon activism, including youth performances that celebrate living drug free. In addition, we will recognize the elementary, middle, and high school winners of the DEA Red Ribbon visual arts contest, and announce the community groups selected to receive DEA's 2020 Community Drug Prevention Award.

During Red Ribbon Week, young people in communities and schools across the nation pledge to live drug free by wearing red ribbons and participating in anti-drug events. Red Ribbon Week is also a time to pay tribute to DEA Special Agent Enrique "Kiki" Camarena, whose tragic murder led to the creation of the Red Ribbon Campaign. He is the man and hero behind the Red Ribbon Campaign. Today, millions of Americans all over the United States continue to wear red ribbons to symbolize their support for a united, drug-free nation.

DEA appreciates your continued support, and I hope you will be able to join us for this important celebration and call to action.

Sincerely,
Timothy J. Shea
Acting Administrator
Drug Enforcement Administration



The Enrique "Kiki" Camarena Story

At 2 p.m. on Thursday, February 7, 1985, Enrique "Kiki" Camarena, a Drug Enforcement Administration special agent, headed for a luncheon date with his wife, Mika. Kiki had been stationed in Mexico for four and one-half years and was dangerously close to unlocking a multi-billion-dollar drug pipeline.

Before Kiki could enter his truck, five men approached and shoved him into a vehicle, threw a jacket over his head, and sped away. Camarena's body was found a month later in a shallow grave, 70 miles from Michoacan, Mexico. He had been tortured, beaten, and brutally murdered.

Special Agent Camarena's death touched the nation deeply. Americans felt outraged and frustrated that more could not be done to end the brutal violence of the drug war. They felt that Camarena's sacrifice should not be forgotten. To show their respect for his courage and their commitment to take a stand against drug abuse, Americans began to wear red ribbons.

In March 1985, with the support of Congressman Duncan Hunter and City Councilman David Dhillon, Henry Lozano, a high school friend of Kiki's, launched "Camarena Clubs" in schools in the Imperial Valley of California, Kiki's home. Hundreds of club members pledged to lead drug-free lives to honor the sacrifices made by Kiki and others on behalf of all Americans.

Later that summer, parent groups in California, Illinois, and Virginia began promoting the wearing of red ribbons nationwide during late October.

In 1988, the National Family Partnership coordinated the first National Red Ribbon Week, an 8-day celebration proclaimed by the Congress of the United States with President and Mrs. Reagan serving as honorary chairpersons.

Today, millions of Americans across the country and around the world proudly wear a red ribbon from October 23-31 to declare their commitment to suffer no more the loss of even one of our citizens—not a youngster, or a loved one, or another Enrique Camarena—to drugs.