

DRUG FREE PLEDGE

REMEMBERING
SPECIAL AGENT

ENRIQUE
"KIKI"
CAMARENA

I pledge to...

- ✓ stay in school and learn the things that I need to know

I pledge to...

- ✓ make the world a better place for kids like me to grow

I pledge to...

- ✓ keep my dreams alive
- ✓ be all that I can be

I pledge to...

- ✓ help others and to keep myself drug free

CELEBRATE RED RIBBON WEEK

OCTOBER 23-31



RED RIBBON WEEK is the nation's oldest and largest drug prevention awareness program. The National Family Partnership started Red Ribbon Week after the death of Drug Enforcement Administration (DEA) Special Agent Enrique "Kiki" Camarena, who was brutally tortured and murdered in 1985 by drug traffickers he was investigating in Mexico. After his death, people started wearing red ribbons to honor Kiki's sacrifice.

Today, millions of people celebrate Red Ribbon Week by wearing red ribbons, participating in community anti-drug events, and pledging to live drug-free lives.

GET THE FACTS ABOUT DRUGS

JUST THINK TWICE

A Resource for Teens

www.justthinktwice.com