2013
RED RIBBON THEME

The Red Ribbon Campaign® is now the oldest and largest drug prevention program in the nation reaching millions of young people during Red Ribbon Week®, October 23rd - October 31st each year.

WHAT IS RED RIBBON WEEK?

It is an ideal way for people and communities to unite and take a visible stand against drugs. Show your personal commitment to a drug-free lifestyle through the symbol of the Red Ribbon, October 23 - 31st.

WHY?

The Red Ribbon Campaign® was started when drug traffickers in Mexico City murdered DEA agent Kiki Camarena in 1985. This began the continuing tradition of displaying Red Ribbons as a symbol of intolerance towards the use of drugs. The mission of the Red Ribbon Campaign® is to present a unified and visible commitment towards the creation of a DRUG - FREE AMERICA.

WHO?

The National Family Partnership is the national sponsor of the Red Ribbon Campaign® We are helping citizens across the country come together to keep children, families and communities safe, healthy and drug-free, through parent training, networking and sponsoring the National Red Ribbon Campaign®.

WHY SUPPORT THE NATIONAL THEME?

A theme unifies each year's campaign and helps to broadcast one message creating a tipping point to change behavior.

HOW?

Plan a Red Ribbon celebration. Order and display Red Ribbon materials with the National Red Ribbon Theme. Proceeds from the sale of Red Ribbon theme merchandise helps support prevention programs across America. Order for your family, students, staff, patients, employees and customers and encourage them to wear the red ribbon symbol during Red Ribbon Week®, October 23rd - 31st.

NATIONAL FAMILY PARTNERSHIP®

The proud sponsors of the National Red Ribbon Campaign®

For more information visit us at
www.nfp.org and www.redribbon.org.

RED RIBBON CAMPAIGN®
Sponsored by National Family Partnership
www.redribbon.org