



Red Ribbon Week

Pioneer Dress-Up Week

October 28-Nov.1

2024 Red Ribbon Campaign Theme

**LIFE IS A MOVIE!
FILM DRUG FREE!**

10-28	MONDAY	Wear PJ's or a RED or Halloween Shirt
10-29	TUESDAY	Dress like your favorite celebrity!
10-30	WEDNESDAY	Wear hats, sunglasses, sports team or Halloween shirts!
10-31	THURSDAY	Wear a Halloween Costume or fall shirt!
11-1	FRIDAY	Dress Patriotic!

The roots of Red Ribbon Week trace back to 1985 following the death of Agent Camarena. Moved by his sacrifice, people in his hometown started wearing red ribbons as a symbol of their commitment to raising awareness of the detrimental effects of drugs. Over the years, this local initiative garnered national attention, and in 1988, the first National Red Ribbon Week was observed. Today, it serves as an annual reminder of the continuous fight against substance abuse.

Purpose of Red Ribbon Week:

Red Ribbon Week is aimed at educating individuals, especially youth, about the dangers associated with drug use and encouraging a drug-free lifestyle. The campaign also seeks to foster a spirit of unity among people against drug misuse. It's a perfect time for parents, schools, and communities to come together, share resources, and pledge to stay drug-free.