

FOR IMMEDIATE RELEASE

Press Release

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"Face to Face Red Ribbon Poster Contest"

Miami Beach Coalition, Nautilus Middle School & Macy's Expose Middle School Students to the Reality of Red Ribbon prevention education & the importance of being drug-free.

- Tuesday, October 28, 2014, 06:00 p.m. at Macy's South Beach 1675 Meridian Avenue,
- Miami Beach, FL across the street from City Hall-

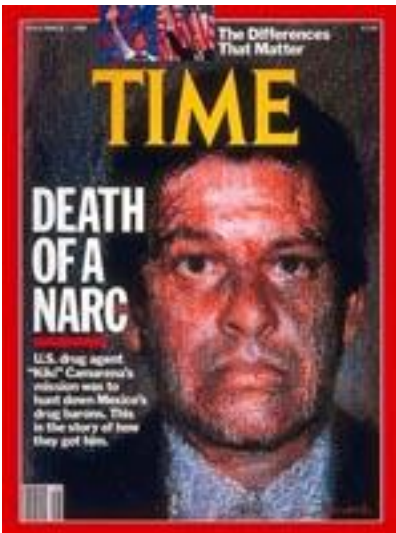
(Miami Beach, Florida) – The Miami Beach Coalition will be hosting a special poster contest called **"Face to Face Red Ribbon Poster Contest"** on **Tuesday, October 28, 2014 at 6:00 p.m.**, as part of preparations for tweens & teenagers "Love Yourself, Be Drug Free" against drugs. This event will be held at the **Macy's South Beach: 1675 Meridian Avenue, Miami Beach, FL - across the street from City Hall-**

Kiki and the History of Red Ribbon Week

"Enrique (Kiki) S. Camarena was born on July 26, 1947 in Mexicali, Mexico. He graduated from Calexico High School in Calexico, California in 1966, and in 1968 he joined the U.S. Marine Corps. After serving in the Marine Corps for two years, he joined the Calexico Police Department as a Criminal Investigator in 1970. In May of 1973, Kiki started working as a Narcotics Investigator with the El Centro Police Department.



He stayed with the El Centro P.D. until June 28, 1974 when he joined the Drug Enforcement Administration (DEA). Four years later, Kiki received transfer orders to Mexico, where he would work out of the Guadalajara Resident Office. For four and one-half years in Mexico, Kiki remained on the trail of the country's biggest marijuana and cocaine traffickers. And in early 1985, he was extremely close to unlocking a multi-billion dollar drug pipeline. However, before he was able to expose the drug trafficking operations to the public, he was kidnapped on February 7, 1985. On that fateful day, while headed to a luncheon with his wife, Mika, Kiki was surrounded by five armed men who threw him into a car and sped away. That was the last time anyone but his kidnappers would see him alive.



It is believed that Special Agent Camarena's death actually occurred two days later, but his body was not discovered until March 5, 1985. He was 37 years old and was survived by his wife, Mika and their three children, Enrique, Daniel and Erik. During his 11 years with DEA, Kiki received two Sustained Superior Performance Awards, a Special Achievement Award and, posthumously, the Administrator's Award of Honor, the highest award granted by DEA. Shortly after Kiki's death, Congressman, Duncan Hunter, and high school friend Henry Lozano launched *Camarena Clubs* in Kiki's hometown of Calexico, California. Hundreds of club members including Calexico High School teacher David Dhillon 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.



Red Ribbon Week eventually gained momentum throughout California and later the United States. In 1985, club members presented the "Camarena Club Proclamation" to then First Lady Nancy Reagan, bringing it national attention. Later that summer, parent groups in California, Illinois, and Virginia began promoting the wearing of Red Ribbons nationwide during late October. The campaign was then formalized in 1988 with President and Mrs. Reagan serving as honorary chairpersons. Today, the eight-day celebration is sponsored by the National Family Partnership (previously known as the Federation of Parents for Drug Free Youth), and has become the annual catalyst to show intolerance for drugs in our schools, work places, and communities. Each year, during the last week in October, more than 80 million young people and adults show their commitment to a healthy, drug-free life by wearing or displaying the Red Ribbon."

Our Red Ribbon Poster Contest is based off of the National Red Ribbon Theme Contest held each Fall, in the month of October. The winning anti-drug slogan and design from that contest are used throughout the following year at thousands of schools and communities across America. In its 29th year as the nation's largest and oldest drug prevention campaign, Red Ribbon Week® reaches 80 million people each year throughout the United States. This year's theme is Love Yourself. Be Drug Free,' because drugs are such a harmful thing for your body," said the winner **Alexa Dougherty**, a 7th grader at **S.S. Steward Institute** in **New York**, for creating the **2014 Red Ribbon Theme: "Love Yourself. Be Drug Free."** "If you are choosing not to take them, you obviously love yourself because you aren't harming yourself. To participate in the National poster contest for next year's winning theme please refer to prior to November, 4th to enter:

http://redribbon.org/blog/enter_the_2014_national_red_ribbon_photo_contest_today/

Our local Red Ribbon Face to Face poster contest it to award our local Nautilus Middle School students who all drew amazing depictions of the effects of substance abuse on individuals, the non-user facing the user, for this year's Red Ribbon Week from October 23-31. This year's emphasis of alcohol & drugs addresses a serious hazard affecting our youth today and is a prime example of our community working together to support families and schools while promoting healthy, drug free kids.

Nautilus Middle School Administrators, teachers, PTSA, The Village South, Miami Beach Coalition, Macy's and students worked together with other community partners to produce this poster contest.; please join us in supporting our youth and artists.

To sign the pledge please refer to:

<http://redribbon.org/pledge/>

A special thanks to all the following community partners:

City of Miami Beach- Mayor Philip Levine & our city' s commissioners
Miami Beach Coalition – Marina B. Aviles Project Coordinator
Village South/West Care Foundation – Clinical Support Specialist
Nautilus Middle School - Principal Rene Bellmas
Nautilus Middle School PTSA - Becky Cohen & Nancy Diaz
Macy's – Gloria Tucker & Israel Justiniano

The City of Miami Beach, Mayor Philip Levine, the Miami Beach Coalition and all its sponsors are proud to offer this award-winning event to promote drug-free awareness among our residents, students, parents, tweens and teenagers. Will you join us in support of our efforts in addressing the drug-free prevention needs of our community?