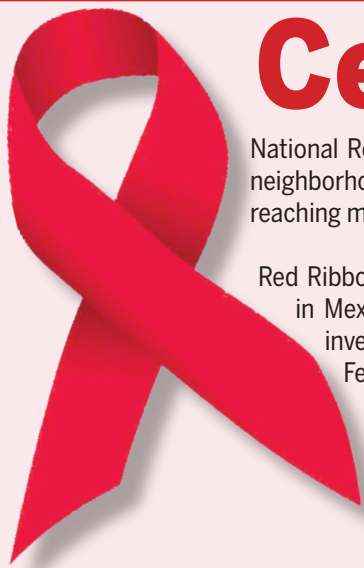




Celebrate Red Ribbon Week

National Red Ribbon Week is being celebrated from October 23rd-31st. The first Red Ribbon Campaign was organized in 1988 by community neighborhoods in response to the way that drug abuse was destroying families and neighborhoods. Since that time, the campaign has grown - reaching millions of youths and their families in the United States each year.

Red Ribbon week commemorates the ultimate sacrifice made by Drug Enforcement Agent Enrique 'Kiki' Camarena, who worked undercover in Mexico investigating a drug cartel that was believed to include officers from the Mexican army, police, and government officials. His investigation led to the discovery of an eight-billion-dollar marijuana manufacturing operation in Mexico. The cartel sought revenge and on February 7th, 1985, Special Agent Camarena and his pilot captain, Zavala-Avelar, were both tortured and then murdered.

To honor these men individuals wore red ribbons, the symbol for drug prevention and reduction of drug sales. The U.S. Congress proclaimed the first National Red Ribbon Week in October 1988. Today, the Red Ribbon serves as a catalyst to mobilize communities to educate youth and encourage participation in drug prevention activities.

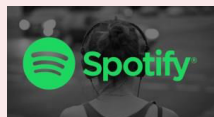


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Enter the Council's 16th Annual Red Ribbon Quiz

Contest Rules:

- The contest is open to students in grades 6-12, from Ontario, Schuyler, Seneca, Wayne & Yates counties.
- Students are encouraged to get help from teachers, parents, and the internet.
- The Quiz must include Student Name, School, Teacher, and Grade.
- The Quiz may be taken using the QR Code or the Survey Monkey link below.
- The Quiz must be submitted by Friday, November 5, 2026
- Only quizzes that contain all required information, and score a 100% will be entered in the randomized grand prize drawing.



October 23rd - 31st, 2026

**Winners May Choose
One of These Prizes:**

Walmart Gift Card, Wireless Earbuds,
Spotify Subscription



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