

10. National Red Ribbon Week

National Red Ribbon Week is the oldest and largest drug prevention campaign of its kind in the United States and is observed annually during the last week of October. It commemorates the self-sacrifice and dedication of Drug Enforcement Administration officer Enrique Camarena. After graduating from college and serving in the Marines, Camarena became a police officer. He wanted to join the war on drugs because he believed one person could make a difference. While working undercover in Mexico in March of 1985, he was brutally murdered by drug dealers. Soon after his death, Camarena's Congressman, Duncan Hunter, and Henry Lozano, a high school friend, launched Camarena Clubs in Imperial Valley, California, near Camarena's home. Hundreds joined and pledged to lead drug-free lives. These clubs and coalitions began to wear red satin ribbons to honor Camarena's memory. This eventually evolved into today's Red Ribbon Week Campaign, which is a nationally recognized and celebrated event that focuses primarily on drug awareness and prevention.