



PRESS RELEASE

GUAM CELEBRATES RED RIBBON MONTH!

2011 Red Ribbon Campaign Celebration
September 26, 2011 to October 31, 2011

Each year communities nationwide join together to raise awareness about the dangers of drug abuse by wearing a red ribbon from October 23 to October 31, which is National Red Ribbon Week. However, on Guam, various activities have been scheduled throughout the month of October to celebrate the Red Ribbon Campaign.

2011 RED RIBBON THEME:

“It’s Up to Me to be DRUG-FREE ... See the Connection ... Choices = Consequences.”

The campaign provides communities with a forum to bring together parents, schools and businesses to find new and innovative ways to keep kids drug free. The Red Ribbon Campaign is a chance to be visible and vocal in our desire for a drug-free community. Research shows that children are less likely to use alcohol and other drugs when parents and other role models are clear and consistent in their opposition to substance use and abuse.

WHY WAS THE RED RIBBON CAMPAIGN CELEBRATION ORGANIZED?

The first Red Ribbon Celebration was organized in 1986 by a grassroots organization of parents concerned about the destruction caused by alcohol and drug abuse. The red ribbon was adopted as a symbol of the movement in honor of Enrique “Kiki” Camarena, an agent with the U.S. Drug Enforcement Administration who was kidnaped and killed while investigating drug traffickers. The campaign has reached millions of children and has been recognized by the U.S. Congress.

WHAT’S HAPPENING DURING GUAM’S RED RIBBON MONTH?

- ◆ **Proclamation Presentation by Governor Calvo.**
- ◆ **Island wide poster contest.** (Open to all schools. Deadline to join is October 17, 2011. Participation forms may be obtained from the Guam National Guard.)
- ◆ **Island wide gate decorating contest.** (Open to all schools. Deadline to join is October 17, 2011. Participation forms may be obtained from the Guam National Guard.)
- ◆ **Drug Free Rap Contest.** (Open to children ages 11 years old to 19 years old. Contest is on October 22, 2011 at the Red Ribbon Community Outreach event at Micronesia Mall.)
- ◆ **Educational Outreach.** (Guest speakers will visit/present to various public and private schools throughout Guam regarding drug awareness.)
- ◆ **Red Ribbon Awareness Wave.** (The Red Ribbon coalition group, local and federal agencies, officials, and community members island wide will raise awareness about the Red Ribbon Campaign at a northern, southern and central wave.)
- ◆ **Red Ribbon Coalition Community Outreach Event.** (Various local and federal agencies and non-profit organizations will be at the Micronesia Mall on October 22, 2011 to present drug awareness displays. The rap contest will take place on this day. Judging for the island wide poster contest will also take place on this day.)
- ◆ **“Say Boo to Drugs!” Candy Treat Night.** (The Red Ribbon coalition team will be passing out candies to children at the Agana Shopping Center. The winners of the rap, poster and gate decorating contests will also be announced and awards will be presented this evening.)

See the attached calendar of events.

WHO ARE THE LOCAL AND FEDERAL AGENCIES THAT CHAIR THE PLANNING COMMITTEE FOR RED RIBBON MONTH?

The Guam National Guard Counterdrug Program and the U.S. Drug Enforcement Administration are the chair agencies for the planning committee. The U.S. District Court, U.S. Attorney's Office and the Department of Youth Affairs are the co-chair agencies for the Red Ribbon Planning Committee.

WHO ARE THE MEMBERS OF THE RED RIBBON COALITION?

Guam's Red Ribbon Coalition includes local and federal government agencies and private and non-profit organizations that have partnered to increase awareness of the National Red Ribbon Campaign's significance and promote a drug free Guam. They include:

Military/Federal Agencies:

District Court of Guam -
U.S. Probation Office of Guam
and the Northern Mariana Islands
Guam Bureau of Alcohol, Tobacco, Firearms and
Explosives
Guam National Guard Counterdrug Program
Guam, Joint Region Marianas
Marine Forces Pacific
Navy Theater and Air Force Theater
USS Frank Cable (AS-40)
U.S. Attorney's Office
U.S. Department of Defense Educational Activities
U.S. Drug Enforcement Administration
U.S. Marshals Service
U.S. Naval Base Guam
U.S. Naval Hospital Guam

Local Businesses:

Advance Management, Inc.,
Agana Shopping Center
Guam Premier Outlets
Hollywood Theaters - Guam Megaplex Cinemas
Island Time Magazine
KIJI FM 104.3
KUAM
Marianas Variety
Pacific Daily News
Sorenson Media Group
Tango, Inc. dba: Micronesia Mall and Stadium Theaters

Local Agencies:

Department of Corrections
Department of Mental Health & Substance Abuse
Department of Youth Affairs
Guam Department of Education
Guam Fire Department
Guam Police Department
Judiciary of Guam - Juvenile Drug Court
Mayor's Council of Guam
Office of the Governor
31st Guam Legislature

Not for Profit Organizations:

Big Brothers Big Sisters of Guam
Guam Chamber of Commerce
Firefighters Organization for Activities & Morale
Island Girl Power
Sanctuary, Incorporated
VARO - Victims Advocates Reaching Out
WestCare - Pacific Islands
Youth for Youth LIVE!

If you are interested in any of the following:

- Drug awareness guest speaker for your school;
- To sign up for the rap contest, the poster contest, or the gate decorating contest;
- To join the northern wave, southern wave, or central wave; or
- To participate in the Red Ribbon Campaign community outreach display at the Micronesia Mall, please contact:

Rebecca J. Respicio, Department of Youth Affairs

rebecca.respicio@dya.guam.gov

(671) 735-5032

Salome Blas, U.S. Attorney's Office

salome.blas@usdoj.gov

OCTOBER 2011



RED RIBBON CAMPAIGN MONTH

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	SEPTEMBER 26: Proclamation Signing 10:00 a.m. US District Court, 4th Floor Courtroom					1 Various television, radio and print media announcements/awareness all month long.
2	3 Educational Outreach—guest speakers presenting / visiting schools throughout the month regarding drug awareness.	4	5	6	7 Northern Red Ribbon Wave, Micronesia Mall. 4:00 PM—5:30 PM	8
9	10 HOLIDAY “Columbus Day”	11	12	13	14 Southern Red Ribbon Wave, Taco Bell parking lot, Santa Rita (before the Naval Station entrance) <u>or</u> Inn on the Bay parking lot, Agat. 4:00 PM—5:30 PM	15
16	17 Deadline for poster contest and gate decorating contest.	18	19	20	21	22 Community Outreach, Micronesia Mall. 10:00 AM—5:00 PM 10:00 AM—Presentation of Resolution by Guam Legislature & Poster Judging. 10:30 AM—Rap Contest
23	24	25	26	27	28 Wear Red Day! Encouraging all of Guam to support Red Ribbon Month by wearing red. Central Red Ribbon Wave, Paseo Loop, Hagatna. 4:00 PM—5:30 PM	29
30	31 “Say Boo to Drugs!” Red Ribbon coalition members will be distributing candies/goodies to children. The winners of the poster contest and gate decorating contest will be announced/awarded this evening. Agana Shopping Center 4:00 PM—7:00 PM					