



Dear Parents, Child Caregivers and Educators:

The observance of Red Ribbon Week started in 1985 after Special DEA Agent Enrique "Kiki" Camarena was kidnapped and murdered by drug traffickers in Mexico. This tragic event produced an immediate outpouring of grief, but over time has generated a sense of hope across America through the observance of Red Ribbon Week at the end of October in all schools, during which children are educated about the killing effects of drug abuse and commerce, with the hope that they will reject these pitfalls. That hope is being kept alive through the hard work of thousands of Americans -- particularly our young people -- who participate in various Red Ribbon events and programs each year. This year marks the 22nd anniversary of Red Ribbon.

To support Red Ribbon Celebration, a group of government, education, private and non-profit anti-drug organizations have come together as the California Red Ribbon Coalition to prepare various programs for use by educators and families. This CD has been delivered through the California Parent-Teacher Association for the purpose of educating parents, caregivers and educators like yourself with the latest drug and healthy living information so that in turn you may guide your kids as they grow -- from kindergarten, all the way through high school -- through the multiple hazards of drugs, alcohol, tobacco and other substances that can rob them of their health, their education, and their future.

The CD Contents Guide lists all the items on this disk. It is designed for the Windows Media Player platform, and intended for review on a PC in your office, your school or your home as an individual, or for projection and discussion in a group setting. Although you may print out as many copies of the included documents as you wish, we request that you *do not copy this CD, TV spots, or Natural High 3.5*. Additional copies of the CD, however, can be obtained by contacting Californians for Drug Free Youth. We hope that the documents included here will provide you with some answers; we know that more questions will certainly arise. For this purpose we have also included a Resource Page so that you and your children can obtain more information about drug-free living from any of the California Red Ribbon Coalition member organizations and their websites.

Wishing you, your family, your school and your community a healthy, drug-free October 2008 and beyond,

The California Red Ribbon Coalition

**THE CALIFORNIA RED
RIBBON COALITION**

Attorney General's Crime
and Violence Prevention
Center

California Border Alliance
Group

California Department of
Alcohol and Drug Programs

California Department of
Justice - Bureau of Narcotic
Enforcement

California Department of
Education

Californians for Drug-Free
Youth (CADFY)

California Friday Night Live
Partnership

California National Guard

California Parent-Teacher
Association

Drug Enforcement
Administration

The Partnership for a Drug-
Free America®, California
Chapter

Sundt Memorial Foundation

The Enrique S. Camarena
Educational Foundation