



**SANDRA HUTCHENS**  
**SHERIFF-CORONER**

**SHERIFF-CORONER DEPARTMENT**  
**COUNTY OF ORANGE, CALIFORNIA**

550 NORTH FLOWER STREET – P.O. BOX 449  
SANTA ANA, CALIFORNIA 92702-0449 (714) 647-7042

## **NEWS**

FOR IMMEDIATE RELEASE

Contact: Gail Krause, (714) 647-1840

### **Orange County Youth Commit to a Drug-Free Life During Red Ribbon Week**

**SANTA ANA, California** (October 10, 2012) – Since 1988, Orange County has been celebrating Red Ribbon Week, a national drug prevention effort that takes place during the month of October. Drug Use Is Life Abuse (DUILA) plays a leading role in this effort in Orange County. For 24 years, DUILA has provided Red Ribbon wristbands to every school-aged child in public and private schools in Orange County. This amounts to an astounding one million Red Ribbon wristbands annually.

Additionally, DUILA partners with local businesses to provide incentives for students who wear the Red Ribbon wristbands in recognition of their commitment to be drug-free. The following list is an example of the incentives available through October 28. Students must be wearing their Red Ribbon wristbands to receive these deals.

**Baskin Robbins (throughout OC):** Students will be able to purchase a kids' cone for just \$1.

**Boomers:** Kids will receive one free round of miniature golf at the Irvine or Fountain Valley locations.

**Bowers Museum:** Students will receive a free admission.

**Carl's Jr. (throughout OC):** Children get one free kids fry no purchase necessary.

**Costume Castle:** Students receive 10% off their entire purchase/rental.

**Discovery Science Center:** Kids receive free general admission with paid adult admission.

**Domino's Pizza (throughout OC):** Free order of breadsticks or cinnamon sticks for students with the purchase of any Domino's Pizza products.

**OC Parks:** Kids receive free weekend entrance for them and their family at nine OC Parks. Valid: 10/13-14 and 10/20-21.

**Papa John's Pizza (throughout OC):** Kids get one large one topping pizza for \$8.88 with flyer.

**Subway (throughout OC):** Free 21 ounce beverage with purchase of any sandwich for kids.

**United Studios of Self Defense:** Students receive two free weeks of martial arts and self defense instruction.

For a full list of incentives, visit DUILA's website at [www.duila.org](http://www.duila.org).

#### **About Drug Use Is Life Abuse (DUILA):**

Drug Use Is Life Abuse (DUILA) creates, trains and coordinates effective community responses to youth substance abuse and violence. As a 501(C)(3) non-profit, the organization has educated children, families, students, faculty, employees and the residents of Orange County since 1987. School-based prevention programs, augmented with support activities, form DUILA's foundation. The four cornerstones of DUILA are youth leadership development, community service opportunities, team building and professional networking. DUILA is a program of the Orange County Sheriff's Advisory Council. For more information on DUILA, visit [www.duila.org](http://www.duila.org). For more information on the Orange County Sheriff's Advisory Council, visit [www.ocsd.org](http://www.ocsd.org).

**About Red Ribbon Week:**

Red Ribbon Week began after the kidnapping, torture and brutal murder of Drug Enforcement Administration (DEA) Agent Enrique "Kiki" Camarena in 1985. Agent Camarena had been working undercover in Guadalajara, Mexico for more than four years. His efforts led to a tip that resulted in the discovery of a multimillion dollar narcotics manufacturing operation in Chihuahua, Mexico. The successful eradication of this and other drug production operations angered leaders of several drug cartels who sought revenge. As a result, they murdered key informants and on February 7, 1985, they kidnapped Agent Camarena and his pilot Captain Alfredo Zavala-Avelar. In Agent Camarena's home town, Calexico, CA, the public outpouring of support turned into an organized community response in which citizens dawned red ribbons. They became a voice for prevention in order to reduce the demand for illegal drugs and illegal use of legal drugs in America. The following year the California State PTA adopted the **Red Ribbon Campaign**. Then, in 1988, **Red Ribbon Week** was recognized nationally with President Ronald and First Lady Nancy Reagan serving as the Honorary Chairs. Today, the **Red Ribbon Celebration** brings millions of people together to raise awareness regarding the need for alcohol, tobacco and other drug and violence prevention, early intervention, and treatment services. It is the largest, most visible prevention awareness campaign observed annually in the United States.

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