



Alcohol & Drug Abuse Council  
for the Concho Valley (ADACCV)  
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## News Release

For Immediate Release  
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### **ADACCV and CV CARES Press Event: Tuesday, October 25, 2011 Recognizing Red Ribbon Week 2011 3:00 TGC Court House Lawn**

Substance abuse is particularly damaging to one of our most valuable resources, our children, and is a contributing factor in the **three leading causes of death** for teenagers – accidents, homicides, and suicides.

The Alcohol & Drug Abuse Council for the Concho Valley (ADACCV) and the Concho Valley CARES (Community Action & Resources for Empowerment & Success) Coalition value the health and safety of all our citizens. Community involvement is a proven strategy in preventing and combating substance abuse in youth, and in turn adults. It was the belief of Enrique “Kiki” Camarena, a DEA agent murdered in the line of duty, that one person CAN make a difference.

In 1988 the Red Ribbon Campaign was established by Congress to promote this belief and encourage a drug-free lifestyle and involvement in drug prevention efforts by the entire community. The **Red Ribbon Week** campaign is celebrated annually the last week of October, which is **October 22-30, 2011**. ADACCV Prevention Staff will educate area students with drug prevention presentations and skits throughout the week. ADACCV and C.A.R.E.S. will also have a Red Ribbon Week display on the Tom Green County Court House lawn.

**Join us on Tuesday, October 25, 2011 at 3:00pm at the TGC Courthouse lawn for our Kickoff Press Event.**

#### **Order of Speakers:**

- Welcome and Red Ribbon Week History – E. Angelina Osornio, Drug Free Communities Project Director
- How Can the Community Address Substance Abuse? – Jennifer Puryear, Concho Valley CARES Member
- Closing –Dr. Ken Stewart, Chair, Concho Valley CARES

For more information, please contact Paulette Schell 325-224-3481 or via cell 325-450-4176

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