



**Alcohol & Drug Abuse Council
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News Release

**For Immediate Release
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ADACCV and CV CARES. Recognize National Red Ribbon Week – October 22-30, 2011

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.

The red ribbon serves as a symbol of intolerance for substance use and abuse. And while drug use and abuse has devastating consequences, we celebrate the fact that **7 out of 10 local teens choose not use drugs**. Therefore, we are asking for community support and encouragement of youths’ decisions to be drug-free by donning a red ribbon and participating in our **Annual Community-wide Wear Red Day**, which is on **Wednesday, October 26th**. Several local restaurants will participate by asking their staff to wear red and/or provide incentives for patrons wearing red. The following restaurants are participating:

- D-Ray’s Burger and Dogs – Will Offer Free Ice Cream Cone to Patrons Wearing Red
- Franco’s Café – Staff Will Wear Red and They’ll Feature Their Daily Specials
- Fuentes Café Downtown – Staff Will Wear Red
- McAlister’s Deli – Will Offer Free Tea to Patrons Wearing Red
- Western Sky – Staff Will Wear Red and They’ll Feature Their Daily Specials

END OF RELEASE