

# 14<sup>th</sup> Annual NWA Red Ribbon Rally

Bud Walton Arena  
Thursday, October 27, 2011  
10:00 a.m. - 12:00 p.m.



The National 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's the largest, most visible prevention awareness campaign observed annually in the United States.

In Northwest Arkansas we invite area schools from the 4 county region - Benton, Carroll, Madison and Washington - to bring 5<sup>th</sup> graders to share in a day of fun while at the same time learning about the dangers of alcohol, tobacco and other drugs.

# Overview of 2011 Red Ribbon Rally

The program will consist of a variety of positive activities and interactive demonstrations that will show kids in attendance the reasons for NOT doing drugs. Included will be University of Arkansas cheerleaders, mascots, athletes, and the Marshallese stick dancers. The Rally will also include well known Fayetteville residents and other motivational speakers. Additionally there will be emergency, fire, and police vehicles from surrounding areas, DEA agents and equipment, Drug Task Force agents, and much, much more!!! Masters of ceremonies will be Jay and Brock, deejays from Hot Mix 101.9.



- The NWA Red Ribbon Rally seeks to educate children in the 5<sup>th</sup> grade about the effects of drug abuse
- In 2010 the NWA Red Ribbon Rally hosted 1400 5<sup>th</sup> graders from Washington, Benton and Madison County Elementary Schools
- Drug and alcohol abuse has caused devastation to the children, families, and community as a whole in Northwest Arkansas
- It is the largest, most visible prevention awareness campaign observed annually in the United States
- Studies have shown that the most impressionable age for children regarding their drug use is 10 – 12 years of age
- Drugs and alcohol are the single biggest drain on the Arkansas economy. This is the result of medical complications, loss of work, workman comp claims, theft, and cost of law enforcement and imprisonment.
- Talking about drugs and alcohol with children is the easiest, and least expensive way to help them remain drug free
- When kids see examples of successful individuals who have not done drugs, they are more encouraged to remain drug free themselves, especially if the person is someone they admire
- Most drug problems start in the home. The most difficult part of fighting drugs is fighting the “drug cycle”, particularly if it is within the family
- Peer pressure to do drugs can be overwhelming. Yet, if hundreds of kids take the stance not to do drugs, the peer pressure is to remain drug free. This then becomes more of a positive influence than negative peer pressure.

## Beginnings of Red Ribbon Rally

Enrique "Kiki" Camarena grew up in a dirt-floored house with hopes and dreams of making a difference.

Camarena worked his way through college, served in the Marines and became a police officer. When he decided to join the U.S. Drug Enforcement Administration, his mother tried to talk him out of it. "I can't not do this," he told her. "I'm only one person, but I want to make a difference."

The DEA sent Camarena to work undercover in Mexico investigating a major drug cartel believed to include officers in the Mexican army, police and government. On Feb. 7, 1985, the 37-year-old Camarena left his office to meet his wife for lunch. Five men appeared at the agent's side and shoved him in a car. One month later, Camarena's body was found in a shallow grave. He had been tortured to death.<sup>1</sup>

Within weeks of his death in March of 1985, Camarena's Congressman, Duncan Hunter, and high school friend Henry Lozano, launched Camarena Clubs in Imperial Valley, California, Camarena's home. Hundreds of club members pledged to lead drug-free lives to honor the sacrifices made by Camarena and others on behalf of all Americans.<sup>2</sup> These coalitions began to wear red badges of satin, red ribbons, as a symbol of Camarena's memory. The Red Ribbon Week campaign emerged from the efforts of these clubs and coalitions.

Today, Red Ribbon Week is nationally recognized and celebrated, helping to preserve Special Agent Camarena's memory and further the cause for which he gave his life. The Red Ribbon Campaign also became a symbol of support for the DEA's efforts to reduce demand for drugs through prevention and education programs. By wearing a red ribbon during the last week in October, Americans demonstrate their ardent opposition to drugs. They pay homage not only to Special Agent Camarena, but to all men and women who have made the ultimate sacrifice in support of our nation's struggle against drug trafficking and abuse.

## **Available Sponsorship Levels**

### **\$250 sponsorship (unlimited number of sponsorships available)**

- Verbal recognition at event
- Ability to include materials in goodie bags for attendants- informational or promotional (materials needed by October 1, 2011)
- Name on website (no link to site)

### **\$500 Level Sponsorship (10 available)**

- Verbal recognition at event
- Ability to include materials in goodie bags for attendants- informational or promotional (materials needed by October 1, 2011)
- Name on website, including a link to your website
- Ability to have an informational booth at the event
- Signage at the event
- Recognition on all pre/post publications

### **\$1000 Level Sponsorship (5 available)**

- Verbal recognition at event
- Ability to include materials in goodie bags for attendants- informational or promotional (materials needed by October 1, 2011)
- Logo on website including a link to your website
- Ability to have an informational booth at the event
- Signage at the event
- Recognition on all pre/post publications
- Recognition on other local media outlets
- Logo on attendants t-shirts (needed September 15, 2011)

### **\$2500 Presenting Sponsor (1 available)**

- Verbal recognition at event
- Ability to include materials in goodie bags for attendants- informational or promotional (materials needed by October 1, 2011)
- Logo on website including a link to your website
- Ability to have an informational booth at the event
- Signage at the event
- Recognition on all pre/post publications
- Recognition on other local media outlets
- Logo on attendants t-shirts (needed September 15, 2011)

- Five minutes to address attendees at event
- Representation at media interviews (radio morning shows, television morning shows, interviews for articles, etc.)

Money collected from sponsors will go to t-shirts for each child in attendance as well as advertising campaigns to increase awareness of The Red Ribbon Rally and being drug free.

For more information or questions, please contact Project Right Choice coalition member Codi McCuiston at [redribbon@projectrightchoice.com](mailto:redribbon@projectrightchoice.com) or (479) 927-2655.

**Please send donation to:**  
**Project Right Choice – Red Ribbon Rally**  
**Attn: Judy Cohea**  
**100-A West Rock Street**  
**Fayetteville, AR 72701**  
**Memo: RRR**