

**Sample email:**

Hello! Red Ribbon Week 2023 is here. During Red Ribbon Week, October 23<sup>rd</sup> through October 31<sup>st</sup>, your school will be participating in educating their students about the effects of drugs and alcohol. In addition to the fun activities your child's school has planned for red ribbon week, the Red Ribbon also means so much more. In 1985, DEA agent Enrique Camarena was tortured and killed in Mexico while on a mission to battle illegal drugs and put a stop to drug trafficking. Agent Camarena said, "I'm only one person, but I want to make a difference". This year, we honor 38 years of the red ribbon and Agent Camarena's sacrifice. We ask all parents to help us honor the red ribbon and its true meaning. We will be providing parents with access to various information about how to speak to your kids about drugs and alcohol. Please utilize all provided information for you and your child(ren). Red Ribbon Week may only be one week, once a year, but the conversations you have with your child(ren) about drugs and alcohol, will last a lifetime.

**Robo Call/text Script:**

Red Ribbon week is here! From October 23<sup>rd</sup> through October 31<sup>st</sup>, we have so many fun activities planned for your children! This year we honor 38 years of the Red Ribbon and would love the help of parents to relay the real reason for Red Ribbon week to your children. Please go to [www.fcdaa.org/redribbonweek](http://www.fcdaa.org/redribbonweek) to learn more about why we honor Red Ribbon Week and how to continue to educate your children on the effects of drug and alcohol use.