



Scenic Pacifica  
Incorporated Nov. 22, 1957

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## CITY OF PACIFICA

### Pacifica Police Department

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## PRESS RELEASE

**October 20, 2014**

During the week of October 27-31, 2014, the City of Pacifica will celebrate National Red Ribbon Week. Red Ribbon Week has come to symbolize a nationwide commitment to increase student awareness of drug abuse and promote a healthy, drug-free lifestyle. Although drugs, alcohol and violence continue to affect our families, our children and our schools, we can fight back!

By way of background, Red Ribbon Week is dedicated to Federal Drug Enforcement Agent Enrique Camarena, who was killed by drug traffickers in Mexico in 1985. In response to his death, angered parents across the country began wearing Red Ribbons to symbolize their commitment toward the creation of a drug-free America.

Red Ribbon Week is celebrated by over 100,000 schools and organizations nationwide, making it the most successful drug prevention event ever held. Unfortunately, wrong messages continue to barrage our children from other sources and although some illicit drug use has declined, marijuana, underage tobacco and alcohol continue to be used at alarming rates. Now more than ever, we must continue to wage the war on drugs.

I hope that you will show support for this initiative by reinforcing with your child/children the importance of maintaining a healthy lifestyle and helping them to say "NO!" to drug abuse, alcohol abuse, smoking, and violence and to say "YES!" to healthy habits. Our theme for this week will be "**A Healthy Me is Drug Free**".

Each day throughout the week, children and school staff will support the red ribbon initiative through various school sponsored activities and by decorating their classroom doors.

Luigi's Italian Restaurant, Safeway and Stillpoint on the Coast Massage and Body Work are providing this year's winning door prizes in support of the Pacifica Red Ribbon Week Activities.

Thank you for helping us to reinforce with all of our children a healthy, drug-free life!

Jim Tasa  
Chief of Police