



## **"Life Is A Movie, Film Drug Free"**

### **2024 Red Ribbon Drug Abuse Prevention Campaign**

**"Life Is A Movie, Film Drug Free"** is this year's Red Ribbon Drug Abuse Prevention Campaign Theme. Red Ribbon Week is a seven-day period set aside each year to commemorate and honor law enforcement agents killed in the line of duty while working to protect our communities from the ravages of drugs. It began in 1985, when Enrique Camarena, a Drug Enforcement Administration (DEA) agent and former United States Marine, was brutally murdered while fighting the billion-dollar business in Mexico. News of the murder appeared in newspapers, radio, and television broadcasts from coast to coast. In each of these news stories Agent Camarena's peers were seen wearing a Red Ribbon in commemoration of his ultimate sacrifice. The Red Ribbon became the symbol for the effort to eliminate drugs in our schools, work place, and communities.

In 1988, the National Federation of Parents for Drug Free Youth organized the first National Red Ribbon Week to promote drug awareness and the prevention of the illegal use of alcohol, tobacco, and other drugs. The goal of the campaign is to present a unified and visible commitment to eliminate illegal drugs in our schools, workplaces, and communities. Commitment involves sending clear, straightforward messages that illegal drug use is wrong and harmful for everyone. The message we send our youth should be that any drug use involves risk, whether it is to one's health or general well-being. Commitment also includes community support and involvement. As role models for the youth in our communities, our Marines and Sailors must set the highest standards. Red Ribbon Week also offers us the opportunity to serve our community by presenting special educational opportunities about the dangers of alcohol and other drug abuse.

The U.S. military has adopted Red Ribbon week each year to demonstrate our resolve to avoid both illegal drug use and the abuse of legal drugs. During this week, you are given the opportunity to stand up for drug-free communities by wearing or otherwise displaying a Red Ribbon prominently on your uniform, clothes, or elsewhere. Take a few minutes this week to talk to your family members and friends about the harmful effects of using drugs for recreational purposes. Give an obvious demonstration of your support of those whose job it is to stop the flow of drugs into our communities, our homes, and our lives. This year, as in previous years, area commands will mark the annual observance of the continuing effort to make a drug-free Marine Corps by setting aside time to emphasize the benefits of pursuing a drug-free lifestyle. This year's Red Ribbon Campaign will run throughout the week of 23 to 31 October 2024 and, as a reminder, our theme this year is **"Life Is A Movie, Film Drug Free."**

For more information on this year's Red Ribbon Campaign, contact your NCR unit SACO

H&SBN, HQMC, HH – GySgt Taylor  
MBW 8<sup>th</sup>&I – GySgt Farmer  
CBIRF - SSgt Captain  
MCSB - SSgt Alexander  
MAD PAX - Captain Renner/GySgt Smith  
MCCWYG – SSgt Conquest  
VMR-Andrews - SSgt Trejo