



RED RIBBON WEEK®

BY THE NUMBERS



1985



Year That Special Agent Kiki Camarena of the DEA was kidnapped, tortured and murdered by a drug cartel in Mexico.

80 MILLION

The estimated number of people participating in Red Ribbon Week activities each year.

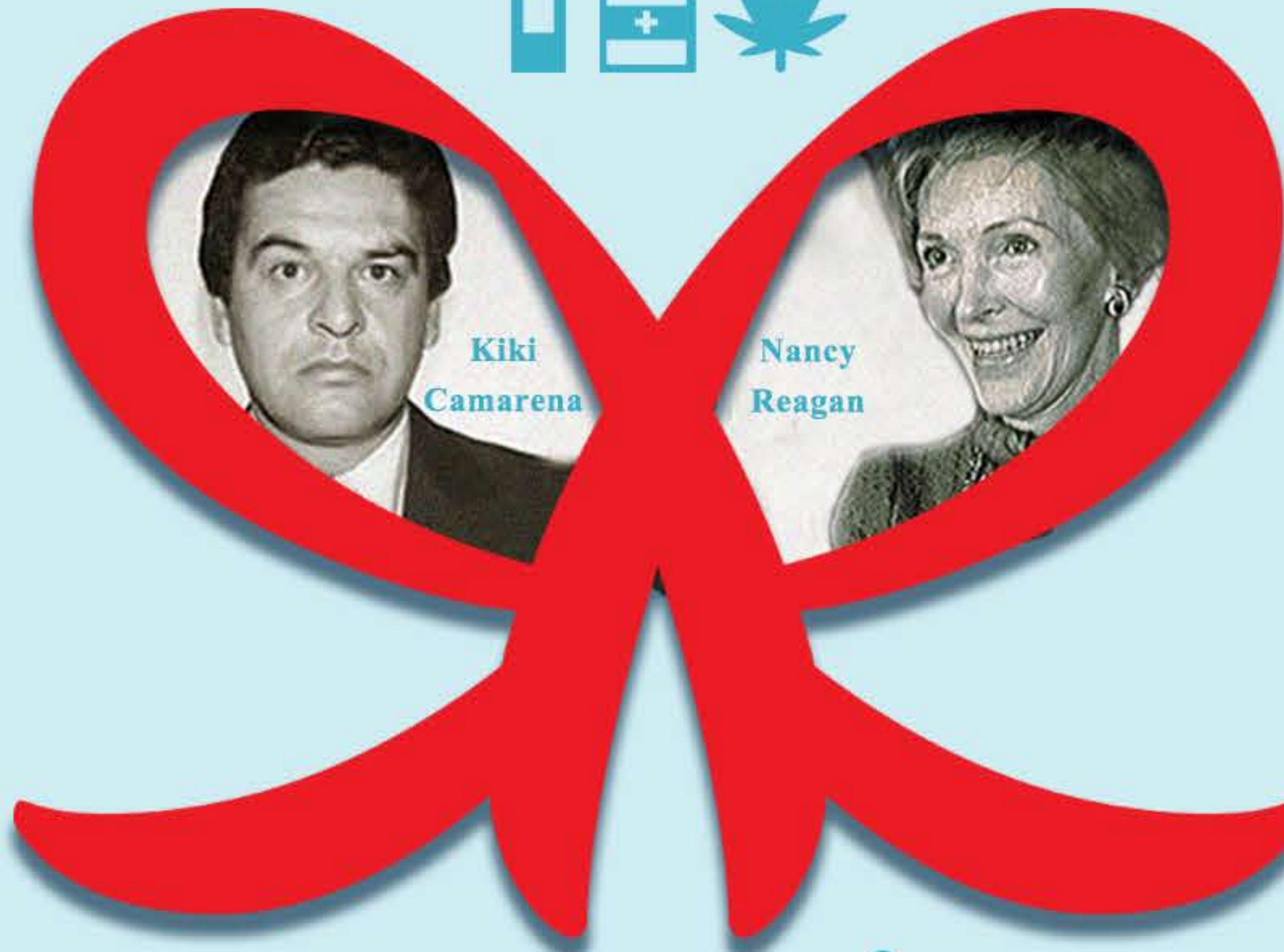


\$18



Amount saved per \$1 invested in effective school-based prevention.²

The **THREE** most widely used drugs by youth and adults: alcohol, prescription drugs and marijuana¹



Kiki Camarena

Nancy Reagan

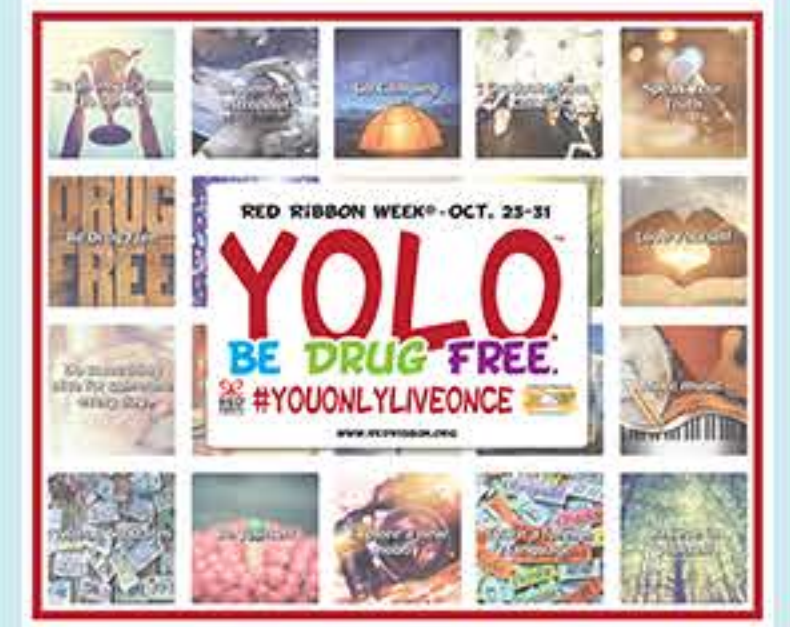
4,300



Children under the age of 21 who die each year from underage drinking-related causes.³

2016

National Theme: YOLO. Be Drug Free.TM



36

Years since the founding of the National Family Partnership (formerly the National Federation of Parents For Drug Free Youth), sponsors of the annual Red Ribbon Campaign®. Nancy Reagan was once an honorary chair.

255,112



Votes cast in support of entries in the 2015 National Red Ribbon Photo Contest: Respect Yourself. Be Drug Free.[®]

ONE



The number of people required to make a difference. Each one of us has the power to help kids grow up safe, healthy and drug free. Get involved in Red Ribbon Week.

WWW.REDRIBBON.ORG

1. <http://www.samhsa.gov/data/sites/default/files/NSDUHresusPFWHTML2013/Web/NSDUHresults2013.pdf>

2. <http://www.samhsa.gov/sites/default/files/cost-benefits-prevention.pdf>

3. <http://www.cdc.gov/alcohol/fact-sheets/underage-drinking.htm>