



**Red Ribbon and Character Counts Week**  
Will Be Celebrated Together At  
Elrod Elementary  
October 27-31, 2008

This year marks the 21st annual celebration of Red Ribbon Week, a week inspired by Special Agent Enrique "Kiki" Camarena of the U.S. Drug Enforcement Agency. Kiki dedicated his life to making a positive difference in this world by joining the Agency in order to fight illegal drugs. However, while working undercover in Mexico in 1985, Kiki was kidnapped and murdered by drug traffickers.

Responding to Kiki's goal to end illegal drugs, his family and the residents of his hometown, Calexico, California, began wearing red ribbons. In 1988, the U.S. Congress officially proclaimed the last week of October as Red Ribbon Week. Now, over 100,000 schools and other organizations across the United States will use this time to especially convey the important message about living a drug-free life.

In conjunction with Red Ribbon Week, our school will also celebrate Character Counts Week. A person who has strong character is one who is trustworthy, responsible, respectful, fair, caring, and a good citizen. Students at Elrod Elementary have strong character and will always say "NO" to illegal drugs, alcohol, tobacco, and gangs. They also promise to always try to peacefully resolve conflict.

To jointly celebrate Red Ribbon and Character Counts, the following activities are scheduled:

**Monday: Caring/Elrod Students Are Red-Hot To Stay Drug-Free!**

Elrod students care enough to say NO to drugs. Caring students show acts of kindness and do kind things for others. **Wear Red clothing on Monday!**

**Tuesday: Respect/Tip Your Hat to Staying Drug Free!**

Elrod students are respectable students. They are polite, courteous, and treat others and themselves with respect, too. **Wear Your Favorite Hat on Tuesday!**

**Wednesday: Responsible/Team-Up Against Drugs!**

Elrod students are responsible team players. They work hard to do their best. They tell the truth, do not cheat or steal, and are ready for school. **Wear Your Favorite Sports Team Jersey on Wednesday!**

**Thursday: Fair/Orange You Glad Elrod Is Drug-Free?**

Elrod students are fair. They play by the rules and are kind toward others. They know that taking drugs breaks the rules. **Wear Orange on Thursday!**

**Friday: Trustworthiness & Citizenship/Give Drugs the Slip!**

Elrod students are good citizens. Good citizens can always be trusted to say NO to drugs. **Wear Slippers on Friday!**