

### 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.<sup>2</sup>

The **THREE** most widely used drugs by youth and adults: alcohol, prescription drugs and marijuana<sup>1</sup>.



### 4,300



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

### 2018

Life Is Your Journey. Travel Drug Free.™



### 38

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.

### 30,000



Votes cast in support of entries from 50 states in the 2017 National Red Ribbon Photo Contest: "Your Future Is Key, So Stay 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>