

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.

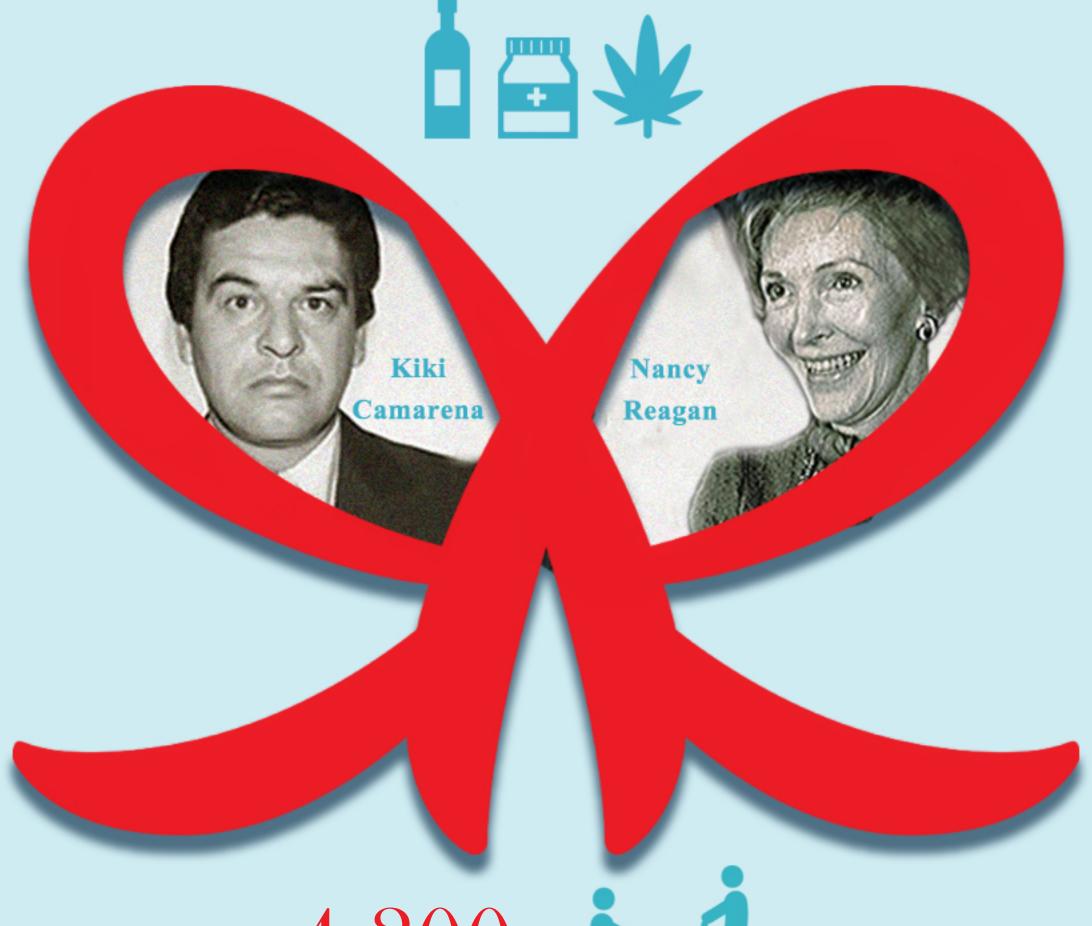


\$18

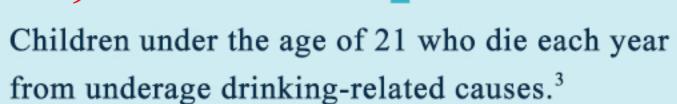


Amount saved per \$1 invested in effective school-based prevention.²

The THREE most widely used drugs by youth and adults: alcohol, prescription drugs and marijuana^{1.}



4,300



2018

Life Is Your Journey. Travel Drug Free.TM



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