

Press Release: Red Ribbon Week/photo

Date: 10-16-2013

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SANTA YNEZ VALLEY YOUTH COALITION

CELEBRATES RED RIBBON WEEK



The Santa Ynez Valley Youth Coalition will join other communities across the nation to raise awareness about drugs and encourage healthy choices as they celebrate National Red Ribbon Week, October 23-31, 2012.

Red Ribbon Week started over 25 years ago to honor and recognize the efforts and loss of Drug Enforcement Agent Enrique Camarena who was killed in the line of duty. The meaning of his sacrifice continues to galvanize communities through Red Ribbon Week which calls upon organizations, parents and educators to reinforce the dangers of drug abuse with children.

Red Ribbon Week presents a critical opportunity to remind parents, educators and communities that we are the first line of defense in the fight against drugs by talking with our children about the real issues around drug use and abuse. It gives us the opportunity to encourage the adoption of healthy lifestyles and change the norms of what has become so acceptable.

Drug and Alcohol education and fun prevention activities will fill Santa Ynez Valley Schools during Red Ribbon Week as school administrators and teachers take the lead on their campuses.

The Youth Coalition is sponsoring a poster contest at local schools and will once again sponsor the “Fly Over” where volunteer pilot Jerry Long will take to the air on October 29th with his camera, and fly over 10 Valley Schools. Over 2000 students and faculty will spell out in student formation, a drug free message for the community.

The Youth Coalition is sponsored by Santa Ynez Valley People Helping People who provides staffing and administrative support for its programs and services. If you would like to learn more about the Coalition, visit the website at www.svyouthcoalition.org or contact Mary Conway, Director at 686-0295 mary@syvphp.org .