

South Dakota National Guard Public Affairs Office

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FOR IMMEDIATE RELEASE:

Guard teams up with students for Drug Awareness Week

RAPID CITY, S.D. – The South Dakota National Guard Counterdrug program and the Adolescent Substance Abuse Prevention, Inc. are excited to provide the 2011 Red Ribbon Week celebration activity schedule. RRW will be observed on Oct. 3-8 in Rapid City area schools. Red Ribbon Week is the nation's oldest and largest drug prevention program reaching millions of American students every year.

Red Ribbon Week serves as a vehicle for communities and individuals to take a stand for the hopes and dreams of their children through a commitment to drug prevention and education.

Red Ribbon Week commemorates the ultimate sacrifice made by DEA Special Agent Enrique "Kiki" Camarena, who died at the hands of drug traffickers in Mexico while fighting the battle against illegal drugs to keep the country and children safe. His home town began the campaign of wearing Red Ribbons in his honor.

Below is the Rapid City RRW activity schedule for the week of Oct. 3-8. For more information or questions please contact: Master Sgt. Kristi Palmer at 605-737-6550 or kristi.palmer@us.army.mil.

Monday, Oct. 3, 4 p.m., Dinosaur Tying: A huge Red Ribbon will be tied on the dinosaur at Dinosaur Park on Skyline Drive. The huge ribbon is made and signed by students from various schools to show their commitment of being drug free. Chief Warrant Officer 5 Darla Crown, state command chief warrant officer for the South Dakota Army National Guard will be giving a short presentation.

Red Ribbons will be tied on the president statues in downtown Rapid City during RRW, as a visual reminder to be drug free.

Tuesday, Oct. 4, 4 p.m., Mayor's Rally at Halley: Red Ribbons will be tied on the trees in Halley Park by the participants as a visual reminder for Rapid City residents that students are pledging to be drug free.

Thursday, Oct. 6, SD National Guard Fly Over: Schools participating will create a drug free message outdoors by using the student's bodies to make a design. A South Dakota National Guard Counterdrug OH-58 helicopter will take an aerial picture of the school's drug free message.

Thursday, Oct. 6, 3:30 p.m., Red Ribbon Billboard Unveiling: Family Thrift Center and Lamar Outdoor Advertising are sponsoring a coloring billboard contest for Rapid City Elementary students. The contest winner's drawing will be unveiled at 3:30 p.m. on the billboard at the west side Family Thrift

Express Center parking lot located at 3464 Sturgis Road. The winner will receive a savings bond and be the Grand Marshall for the Red Ribbon Parade on Oct. 8.

Saturday, Oct. 8, 11 a.m., Red Ribbon Parade: The parade will begin and end at the South Dakota School of Mines Campus. Participants must be lined up by 10:40 a.m. The parade will follow a route beginning at O'Harra Stadium parking lot, continue west on Main St. to 3rd St., turn and come back on St. Joseph St. to the School of Mines Surbeck parking lot for a free luncheon after the parade. A free lunch consisting of hot dogs, chips, and pop will be served. This is a community-wide event and everyone is welcome.

The Red Ribbon Parade will start at 11 a.m. Parade participants must use a drug free message. Awards in different categories will be presented. Entry forms may be obtained by calling the Adolescent Substance Abuse Prevention, Inc. at (605) 718-0532.

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FOR MORE INFORMATION: Please contact Master Sgt. Kristi Palmer at (605) 737-6550 or e-mail kristi.palmer@us.army.mil.