

TO: Larry Mendonca, Superintendent

Regular Meeting

SUBJECT: Approval of Resolution #24-25-03  
Proclaiming Red Ribbon Celebration

October 14, 2024

BACKGROUND

The Red Ribbon Week Celebration began when Drug Enforcement Administration (DEA) Agent Enrique Camarena was murdered by drug traffickers in Mexico in 1985. Red Ribbon wristbands are worn during the last full week of October as a way for Californians to support the pursuit of a community free from the use and traffic of illicit drugs.

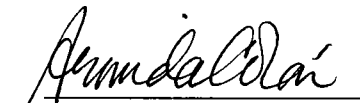
ANALYSIS

The national theme for Red Ribbon Week is “Life is a Movie, Film Drug Free.” Each school site will develop a plan for daily Red Ribbon Week activities around the theme. The district is providing all schools with RRW ribbons and tags for students, as well as a few incentives to hand out for various site competitions.

RECOMMENDATION

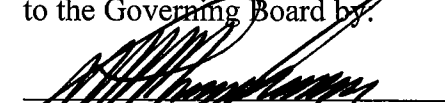
It is recommended that the Board of Trustees approve Resolution #24-25-03 proclaiming October 21 thru October 25, 2024 as the Oakdale Joint Unified School District’s Red Ribbon Celebration.

Recommended by:

  
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Armida Colón

Director of State and Federal Programs

Approved for Recommendation  
to the Governing Board by:

  
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Larry Mendonca

Superintendent



# OAKDALE JOINT UNIFIED SCHOOL DISTRICT

BOARD RESOLUTION #24-25-03  
*RESOLUTION PROCLAIMING OCTOBER 21 THRU OCTOBER 25, 2024  
RED RIBBON CELEBRATION*

Every year during the last week of October, people around our country take the time to observe Red Ribbon Week. This tradition began informally in 1985 when residents of Calexico, California donned red ribbons to honor the sacrifice of a hometown hero, Enrique "Kiki" Camarena. Camarena was a Special Agent with the Drug Enforcement Agency sent undercover to Guadalajara, Mexico to expose the organizations producing and trafficking drugs. His successes, however, angered the drug cartels, and on February 7, 1985, Camarena was kidnapped and subsequently tortured and killed for his efforts to stop the drug trade.

Today, while millions of people pay tribute to Special Agent Enrique Camarena, it is significant to note that this week is much more than a simple gesture of thanks and respect. In a very important way, those participating in Red Ribbon Week continue his work and legacy. While stemming the flow of drugs into our schools and communities takes dedication from brave individuals like Enrique, it also takes the commitment of every educator, parent, student and neighbor.

By observing Red Ribbon Week, Californians send a message that we want our communities to be safe and drug free. This week, we join with the rest of our nation in honoring Special Agent Camarena's sacrifice by reaffirming our opposition to drugs.

**NOW, THEREFORE, WE, The Oakdale Joint Unified School District School Board,** do hereby proclaim the week of October 21 thru October 25, 2024 as "Red Ribbon Week."

**IN WITNESS WHEREOF,** we set our hands and support the celebration of Red Ribbon Week in Oakdale Joint Unified School District.

AYES: TRUSTEES:

NOES: TRUSTEES:

ABSENT: TRUSTEES:

ABSTENTIONS: TRUSTEES:

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Clerk of the Governing Board