



News Release

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Baldwin Park Unified Schools Celebrate Red Ribbon Week with Array of Creative Events

BALDWIN PARK – Students across Baldwin Park Unified will take a stand against drug use during annual Red Ribbon Week events, set for Oct. 23-31, through activities that range from poster contests to presentations on the dangers of drinking and using illegal substances.

All 20 schools will participate in the program, founded in 1988 after the slaying of DEA agent Enrique “Kiki” Camarena in Mexico to highlight the dangers of drug use. This year’s theme is “YOLO. Be Drug Free,” and uses the hashtag #youonlyliveonce.

Local schools encourage students to stand up against drugs using different daily activities, such as wearing crazy socks to “sock it to drugs,” wearing red, or donning a cap to “put a cap on drugs.” Here is a sampling of events on Baldwin Park campuses:

- **Elwin Elementary:** Students will wear uniforms backward to symbolizing turning their backs on drugs.
- **Sierra Vista Junior High:** Students will wear tie-dye and flowers in their hair to say “peace out to drugs.”
- **Vineland Elementary:** Students will wear moustaches because they “moustache you not to do drugs.”
- **Heath Elementary:** Students will dress as twins on one day and neon on another (because they are too bright for drugs).
- **Bursch Elementary:** Students will take part in a walk-a-thon.
- **Jones Junior High:** Students will create an anti-drug message on a school fence using red Solo cups.
- **North Park Continuation High School:** Students will hear daily presentations on drug issues, from vaping and cigarettes to methamphetamines and synthetic drugs. A “beer goggles” presentation by the Buena Park Police will highlight the dangers of drinking.

For information on a specific event, contact William Diepenbrock at 909-206-5304.

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