



**U.S. Department of Justice  
U.S. Attorney's Office  
Western District of Texas**

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**FOR IMMEDIATE RELEASE**

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**CODE RED TASK FORCE CELEBRATES 10 YEARS OF RED RIBBON CAMPAIGNS**

*TWO-WEEK CAMPAIGN, AIMED AT SAN ANTONIO 3<sup>RD</sup>, 4<sup>TH</sup> AND 5<sup>TH</sup> GRADERS,  
FOCUSES ON THE DANGER CAUSED BY ILLEGAL DRUGS AS WELL AS THE  
HISTORY OF THE RED RIBBON INCLUDING  
THE DEATH OF DEA SPECIAL AGENT ENRIQUE "KIKI" CAMARENA*

**Date: Wednesday, October 29, 2008**

**Location: Solado Intermediate School  
3602 South W.W. White Road  
San Antonio, TX 78222**

**Time: Presentation begins: 9:45 am  
\*\* Media availability following the presentation \*\***

**Honored Guest: Sandra Camarena, sister of Enrique Camarena**

CODE RED stands for Coalition of Departments Engaged on the Road to Eliminate Drugs. Agencies which comprise the CODE RED Task Force include the Drug Enforcement Administration, Bexar County Sheriff's Office, Texas National Guard, Region 20 Education Service Center and the United States Attorney's Office. In 2008, the CODE RED Task Force will make appearances at 20 elementary schools in San Antonio and surrounding communities. This year marks the 10<sup>th</sup> anniversary of CODE RED's first Red Ribbon Campaign. By the end of this year's campaign, the CODE RED Task Force will have delivered their "Say No To Drugs" and "Remember Kiki Camarena" message to an estimated 100,000 area youngsters.

The CODE RED Task Force was formed to educate elementary school kids on the Red Ribbon concept—why we wear them and what the ribbon symbolizes. The hour-long presentation utilizes music, skits and special effects to get the message across to kids—say "no" to drugs. During the presentation, Task Force members discuss with the children the history of the Red Ribbon Campaign and how it began. They also talk about DEA Special Agent Enrique S. "Kiki" Camarena and the dangers associated with illegal drugs among other things.

On February 7, 1985, DEA Special Agent Enrique Camarena, a husband and father of three children, was kidnapped outside the U.S. Consulate in Guadalajara, Mexico. That was the last time anyone other than his kidnapers would see Kiki Camarena alive. His body was discovered one month later in a shallow grave 70 miles from Michoacan, Mexico. He had been tortured, beaten and brutally murdered.

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