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## **Red Ribbon Campaign Announces 2020 National Red Ribbon Week Theme**

*New Theme is: "Be Happy. Be Brave. Be Drug Free."™*

Miami (February 3, 2020) – The Red Ribbon Campaign unveiled its new 2020 Red Ribbon Theme, "Be Happy. Be Brave. Be Drug Free.™" which was chosen from hundreds of submissions through a national contest, and will be used throughout 2020 in thousands of schools and communities across America.

Submitted by Tricia Nelson, a Physical Education Teacher at Locust Corner Elementary School in Cincinnati, the theme will help amplify the campaign's mission which is to encourage children, families and communities to live healthy, safe and drug-free lives. The theme will especially be highlighted during Red Ribbon Week®, the nation's oldest and largest drug prevention program, taking place each year from October 23 through 31<sup>st</sup>.

A first year Elementary School teacher, Tricia aims to instill hope and strength in her students. "I often tell my students that they are brave and strong, especially if they are having a hard time with a new activity," she said. She emphasized the importance of the Red Ribbon Campaign's message which she hopes will resonate when challenges arise. "I love how the campaign starts a difficult conversation between students and teachers," she said. "I hope that when faced with tough decisions, students look back, remember Red Ribbon Week and make healthy choices."

Last year, Tricia's students participated in a dress up day called "Sock it to Drugs." Students also discussed making healthy choices and talked about their future hopes and dreams. "I really would like the theme to inspire others for use as their mantra. Bravery is not just for superheroes."

Each year the National Family Partnership (NFP) sponsors the Red Ribbon Theme Contest by inviting Americans across the country to submit a unique slogan that captures the essence and mission of the campaign.

"We really strive to give educators and students a chance to shape the campaign in a way that is meaningful and relevant to the community each year," said Peggy B. Sapp, NFP President. "So many of our youth are fascinated by superhero culture from Superman and Wonder Woman to Captain Marvel and Spider-Man. It's only fitting that this year we encourage them to be happy, brave and drug free."

Theme submissions are accepted beginning January 1 through December 2. Winners receive national recognition and \$500 worth of Red Ribbon Week themed merchandise for their local



K- 12 school. Individuals who are interested in purchasing Red Ribbon Themed products should visit [www.nimcoinc.com](http://www.nimcoinc.com), the official supplier of the Red Ribbon Campaign.

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### **About the National Family Partnership**

The National Family Partnership was established in 1980 and is a national leader in drug prevention, education and advocacy. Its mission is to educate families, and to help kids grow up safe, healthy and drug free, through the promotion of two national campaigns: Red Ribbon Week® and the Lock Your Meds campaign for prescription drug abuse awareness. Learn more about Red Ribbon Week at [www.RedRibbon.org](http://www.RedRibbon.org), Lock Your Meds at [www.LockYourMeds.org](http://www.LockYourMeds.org) and NFP at [www.nfp.org](http://www.nfp.org).

### **About the Red Ribbon Campaign**

The Red Ribbon became a symbol for drug prevention in 1985, in response to the murder of DEA Special Agent Enrique "Kiki" Camarena. Informed Families started the first county-wide Red Ribbon campaign in 1986. In 1988, NFP sponsored the first National Red Ribbon Week® celebration. Today, the Red Ribbon serves as a catalyst to mobilize communities to educate youth and encourage participation in drug prevention activities. Since that time, the campaign has reached millions of U.S. children and families.