



**PROCLAMATION  
SANTA BARBARA FIGHTING BACK  
RED RIBBON WEEK  
October 25-31, 2014**

*WHEREAS, substance abuse is particularly damaging to one of our most valuable resources, our youth, and a contributing factor in the three leading causes of death for teenagers – accidents, homicides, and suicides; and*

*WHEREAS, it is the goal of Santa Barbara Fighting Back, Council on Alcoholism and Drug Abuse, the Santa Barbara Youth Council, and the Santa Barbara Teen Coalition to involve families, schools, businesses, media, government, medical institutions, faith organizations, law enforcement agencies, and youth service organizations in all aspects of this campaign and to establish an atmosphere that supports awareness, education, and ongoing initiatives to prevent illegal drug use; and*

*WHEREAS, the Red Ribbon Campaign was established by Congress in 1988 to encourage a drug-free lifestyle and involvement in drug prevention efforts in honor of Enrique "Kiki" Camarena, a Drug Enforcement Administration agent who was murdered in the line of duty; and*

*WHEREAS, the last week in the month of October is designated each year as National Red Ribbon Week, calling on all Americans to show their support for a drug-free lifestyle by wearing a red ribbon or wristband and participating in drug-free activities during that week; and*

*WHEREAS, the City of Santa Barbara values the health and safety of all our residents.*

*NOW I THEREFORE HELENE SCHNEIDER, by virtue of the authority vested in me as Mayor of the City of Santa Barbara do hereby proclaim October 25 to 31, 2014 as Red Ribbon Week in Santa Barbara, California, and encourage all residents to support and participate in alcohol and other drug prevention activities.*

*IN WITNESS WHEREOF, I have hereunto set my hand and caused the Official Seal of the City of Santa Barbara, California, to be affixed this 28<sup>th</sup> day of October, 2014.*

**HELENE SCHNEIDER  
Mayor**

