



BOROUGH OF PROSPECT PARK • NEW JERSEY

OFFICE OF THE MAYOR  
MOHAMED T. KHAIRULLAH

## PRESS RELEASE

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### ***BOROUGH OF PROSPECT PARK CELEBRATES RED RIBBON WEEK***

**(PROSPECT PARK)** – The Borough of Prospect Park’s Mayor Khairullah, Council, and the Municipal Alliance invites the community to take a visible stand against drugs by celebrating Red Ribbon Week from October 23-31, 2018. Red Ribbon Week raises awareness of drug use and the problems related to drugs facing the community, and encourages parents, educators, business owners, and other community organizations to promote drug-free lifestyles.

This year’s celebration themed “Life is Your Journey. Travel Drug Free” will kick off on October 23, 2018 and throughout Red Ribbon week with an outdoor tabling event outside the Municipal Building (106 Brown Avenue) at school dismissal time. Other notable activities scheduled throughout the week include:

- Prospect Park School #1 – Red Ribbon Spirit Week
- Manchester Regional HS Red Ribbon Giveaways and Celebration
- Prospect Park “Color Against Drugs” at the Municipal Building – All Red Ribbon Week at 3:15PM
- Prospect Park – Trick N’ Trunk at Municipal Building Parking Lot - on Wed. Oct. 31st from 6:00PM to 8:00PM

“Red Ribbon Week encourages our entire community to adopt healthy, drug-free lifestyles,” said Mayor Khairullah. “The campaign led by our Municipal Alliance committee brings together parents, schools, and businesses as we look for innovative ways to keep our youth and communities drug free.”

Since 1988, the red ribbon has symbolized a continuing commitment to reducing the demand for illicit drugs in our communities. In 1985, Drug Enforcement Administration (DEA) Special Agent Enrique S. "Kiki" Camarena was killed by drug traffickers. Shortly, after Camarena's death, citizens from his hometown of Calexico, California began wearing red ribbons to remember him and commemorate his sacrifice. The first official Red Ribbon Week celebration was created by the National Family Partnership (NFP) in 1988. NFP continues to coordinate the campaign for families, schools and communities across the nation each year.

“Red Ribbon Week gives us the opportunity to be vocal and visible in our efforts to achieve a drug-free community,” said Intashan Chowdhury, Municipal Alliance Coordinator. “Research shows that children are less likely to use alcohol and other drugs when parents and other role models are clear and consistent in their opposition to substance use and abuse.”

For more information, please visit [www.GetSmartAboutDrugs.com](http://www.GetSmartAboutDrugs.com) or [www.redribbon.org](http://www.redribbon.org) to learn more about Red Ribbon Week or contact the Municipal Alliance Coordinator, Intashan Chowdhury at 973-790-7902 ext. 529 or e-mail [chowdhuryi@prospectpark.net](mailto:chowdhuryi@prospectpark.net) on how you can get involved.

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