



Contact:

Jeff Stewart

513-751-8000, x. 18

513-490-1858

JStewart@DrugFreeCincinnati.org

**“Drug Free Is The Key” Declare Cincinnati School Kids
Celebration of Red Ribbon Week Kicks Off Around the Area**

CINCINNATI - On Wednesday, October 28 an estimated 250 Kindergarten through 3rd grade students from Cincinnati Public Schools will gather in the Schiff Conference Center at Xavier University's Cintas Center to make the commitment to grow up drug and alcohol free as part of a community-wide celebration of Red Ribbon Week.

Coordinated on the website, redribbon.drugfreecincinnati.org, schools and community groups from the entire greater Cincinnati region will take part in the annual celebration of Red Ribbon Week. Students in many school districts will receive red ribbons. Wearing the red ribbons shows the commitment of the student to not use drugs or alcohol.

At the Cintas Center, the students will take part in activities designed to build awareness of the dangers of drug and alcohol use and provide support for healthy decision making. Students from the School for Creative and Performing Arts will perform a sketch they have written, and violinists from the Schiel School will perform. In addition to the student-led music and entertainment, youth will see a puppet show “Too Young to be High” and then will make and decorate their own puppets.

This year, the theme of Red Ribbon Week is “Drug Free Is The Key.” On the website, community groups, schools and parents have access to resources and ideas for a successful Red Ribbon Week celebration. There is also an event calendar that displays all the community events happening around the region, including activities from Anderson, Lower Price Hill, Walnut Hills and others.

The Hamilton County Commissioners and the City of Cincinnati have issued proclamations declaring their support for Red Ribbon Week. County-wide events are being sponsored by the Hamilton County Mental Health and Recovery Services Board, and coordinated by the Coalition for a Drug-Free Greater Cincinnati. The Ohio Air National Guard is providing red ribbons to schools across the state. The puppet show at the event is being presented by Urban Minority Alcoholism & Drug Abuse Outreach Program (UMADAOP).

Parents are encouraged to visit the website, redribbon.drugfreecincinnati.org to learn more about how they can support their child's decision to grow up drug and alcohol free. They can indicate their support with an online pledge.

About the Coalition for a Drug-Free Greater Cincinnati

The Coalition for a Drug-Free Greater Cincinnati (CDFGC), established in 1996 by former U.S. Congressman Rob Portman of Ohio, has become a model for community coalitions nationwide. The Coalition serves communities throughout the 10-county, tri-state region by promoting drug-free environments for youth by enhancing partnerships to educate, advocate and support locally-based community mobilization. This is accomplished through partnering with business leaders, parents, schools, youth, faith-based leaders, law enforcement, community groups, media and other partners in local communities to implement comprehensive, community-wide, anti-drug initiatives with a goal of reducing substance use and abuse through prevention education.