

# News Release

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## **Charleston Center recognizes 2014 Red Ribbon Week**

*Center representatives to visit area schools to discuss drug prevention*

[Charleston County's Department of Alcohol and Other Drug Abuse Services](#), also known as the Charleston Center, will recognize National Red Ribbon Week between Oct. 27 and Oct. 31. During this upcoming Red Ribbon Week, Charleston Center's prevention specialists will visit area schools and participate in drug prevention presentations in order to encourage those young individuals to adopt healthy lifestyles. Charleston Center's Prevention Department also provides year-long alternative activities for students to keep drugs out of their lives.

"Charleston Center is committed to increasing the awareness of the dangers of drugs and alcohol on our kids and on our communities. Every day there are new products being marketed to society that attract our children and potentially lead to problems associated with drugs and alcohol," said Charleston Center Director Dr. Chanda Brown. "If our Red Ribbon Week Campaign reaches even just one person and that person in turn reaches another, then we have created a ripple effect to empower children and adults to make healthy choices and be drug free."

Red Ribbon Week is a national drug prevention program that was established in the mid-1980s as a way to remember Special Agent Enrique "Kiki" Camarena, who lost his life fighting the war on drugs. This began the tradition of displaying red ribbons as a symbol of intolerance towards drug use. The campaign is aimed at teaching young people the negative effects of drugs and alcohol and asks them to pledge living a drug-free life.

**For more information about Charleston Center's prevention services, visit [www.charlestoncounty.org/departments/charleston-center](http://www.charlestoncounty.org/departments/charleston-center) or call 843-958-3300.**

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