

DEA New Orleans Division & Seymore D'Fair Foundation team up with Mika Camarena for Red Ribbon Week

SEYMORE

Salutes



New Orleans, Oct 25, 2018 (Issuewire.com) - SEYMORE D'FAIR FOUNDATION SALUTES KIKI'S RED RIBBON SCHOOL CELEBRATION 2018 WITH SPECIAL GUEST MIKA CAMARENA

Facilitating School and Community Engagement for a Drug-Free Louisiana

The Seymore D'Fair Foundation has developed the 'Seymore Salutes Kiki's Red Ribbon School Celebration 2018' from October 23 through November 2 as part of the 'Louisiana is Better with ME 100% Drug-Free!' campaign. Seymore's Foundation has teamed up the DEA New Orleans Division to offer a five-day celebration, which will facilitate school and community engagement across Louisiana to keep children and families safe and drug-free. Mika Camarena, wife of slain DEA agent "Kiki" Camarena, will come to Louisiana to tour selected schools in Lafayette (Nov 1st), Mandeville and New Orleans (Nov 2nd) as part of the program.

"It is a great honour having Mika Camarena come to Louisiana to participate in our school activities and support our Red Ribbon School Celebration 2018," Kay Aillet, Principal, Cathedral Carmel Catholic School said.

Kiki's Red Ribbon School Celebration is based on the legacy of DEA Special Agent Enrique S. "Kiki" Camarena, who was killed in 1985 after being kidnapped by drug traffickers in Mexico. Shortly after Camarena's death, citizens from his hometown of Calexico, California, began wearing red ribbons to remember him and commemorate his sacrifice. The mission of the annual Red Ribbon campaign is to present a unified and visible commitment towards the creation of a drug-free world.

Cathedral Carmel Catholic School in Lafayette and Pontchartrain Elementary in Mandeville will serve as two of Seymore's Red Ribbon Model Schools for 2018 where students will engage in classroom activities and drug education curricula that encourage and promote drug-free and healthy lifestyles. Harold Patin, retired DEA Special Agent and Foundation Advisor stated, ***"Seymore's Red Ribbon School Celebration program is designed to be positive, engaging and fun, which are all elements necessary for students to maintain good mental health."***

Classroom activities for the week include 50-minute daily sessions introducing the basic premise of good and bad medicines and drugs, 50-minute sessions on self-esteem, goal setting and identifying personal strengths; a Seymore Scavenger Hunt and a week-ending assembly on drug awareness. Camarena will give a short presentation at each assembly on November 1 - 2 along with the DEA, who will reward students with their Scavenger Hunt prizes. Camarena will receive local government Proclamations and will speak alongside school superintendents, principals, and DEA representatives.

For more program information on 'Seymore Salutes Kiki's Red Ribbon School Celebration,' please visit www.seymoresfoundation.org.

About the Seymore D'Fair Foundation

Seymore's Foundation is a non-profit organization dedicated to supporting learning institutions, health organizations, law enforcement, and communities in their efforts to educate and protect children from the dangers of alcohol, tobacco, and drug use. Team Seymore seeks to enhance the quality of life for children by developing innovative educational programs that promote healthy and positive lifestyles while aggressively working to eliminate barriers to success through effective institutional and community engagement.

About the DEA New Orleans Division

The mission of the Drug Enforcement Administration (DEA) is to enforce the controlled substances laws and regulations of the United States and bring to the criminal and civil justice system of the United States, or any other competent jurisdiction, those organizations and principal members of organizations, involved in the growing, manufacture, or distribution of controlled substances appearing in or destined for illicit traffic in the United States; and to recommend and support non-enforcement programs aimed at reducing the availability of illicit controlled substances on the domestic and international markets.

About the Shawn M. Donnelley Center for Nonprofit Communications

The Donnelley Center a student-run agency in the School of Mass Communication at Loyola University New Orleans, that offers real-world experience in integrated communications, including media relations, social media, graphic design, videography, photography, event planning, copy editing, project management and strategic planning, by working with local nonprofits to create integrated marketing communication solutions.



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