

The Kiki Camarena Story



Red Ribbon Week began after the kidnapping, torture and brutal murder of Drug Enforcement Administration (DEA) Agent Enrique "Kiki" Camarena in 1985. Agent Camarena had been working undercover in Guadalajara, Mexico for over four years. His efforts led to a tip that resulted in the discovery of a multimillion dollar narcotics manufacturing operation in Chihuahua, Mexico. The successful eradication of this and other drug production operations angered leaders of several drug cartels who sought revenge. As a result, they murdered key informants and then, on February 7, 1985, they kidnapped Agent Camarena and his pilot

Captain Alfredo Zavala-Avelar (taken separately on the same day).

After Agent Camarena was kidnapped, the DEA launched a massive investigation but found local law enforcement uncooperative at best. DEA Administrator Jack Lawn and US Attorney General Edwin Meese sought greater support from Mexican officials including the Mexican Attorney General but to no avail. Orders from US Customs Commissioner William von Raab effectively closed the US/Mexican border for days putting pressure on the Mexican government to assist. Soon, representatives of the Mexican Federal Judicial Police (MFJP) presented a tip to DEA Agents claiming Agent Camarena had been mistakenly kidnapped by a man and his three sons. The MFJP informed the agents that a raid of the man's ranch in Angostura would take place the following morning and invited them to come. However, the MFJP raided the ranch before DEA agents arrived. During the raid, the MFJP shot and killed five individuals at the ranch. Not long after, a passerby discovered the bodies of Agent Camarena and Captain Zavala-Avelar by the side of the road not far from the ranch.

These dramatic events were chronicled in US national news, exposing the dark world of drug trafficking including how far drug traffickers would go to maintain power and control. In Agent Camarena's home town of Calexico, CA, the public outpouring of support turned in to an organized community response. Citizens donned red ribbons to signify their support for prevention efforts in order to reduce the demand for illegal drugs and illegal use of legal drugs in America. The following year the California State PTA adopted the Red Ribbon campaign. Then, in 1988, Red Ribbon Week was recognized nationally with President Ronald and First Lady Nancy Reagan serving as the Honorary Chairs. Today, the Red Ribbon Celebration is celebrated across the country during the last week in October to promote prevention, early intervention and treatment. The Red Ribbon pledge is "No use of illegal drugs, no illegal use of legal drugs."



To learn more about Kiki, visit www.camarenafoundation.org

Red Ribbon



Resource & Referral Directory

Irvine's Red Ribbon Celebration is sponsored by



and the partners of the Irvine Prevention Coalition

Resource & Referral Information

If you need help, or if you have a friend who does, there are many caring people in our community who can assist you. Speak with a teacher, counselor or other adult you trust. Or, give us a call and we will help you find the help you need.

City of Irvine

Youth Services: 949-724-6644
FOR Families: 949-724-6650

Families Forward

949-552-2727

Info Link OC

24 Hour Referral Line: 211

Irvine Community Drug Prevention

949-559-8710

Irvine Police Department

Emergency: 911
Non Emergency: 949-724-7000

Orange County Fire Authority

Emergency: 911
Non Emergency: 949-341-0296

Irvine Unified School District

Guidance Resources: 949-936-7510
IUSD Project Success: 949-936-7480
Health Services: 949-936-7520
School Readiness: 949-936-5860

NCADD/CAN-OC

949-595-2288

Tustin Unified School District

Student Services: 714-730-7301 x381

Suicide Prevention Lifeline

24 Hour: 800-273-TALK

University of California Irvine

Health Education: 949-824-9355
Ombudsman: 949-824-7256
Police: 949-824-5223



Irvine Police Department Youth Services

School Resource Officers

Mike Frei 949-724-7275
Shane Holloway 949-724-7050
Frough Jahid 949-724-7184
Eddie Robinson 949-724-7239
Justin Russell 949-724-7251
Kayla Wiebe 949-724-7181

DARE Officers

Chris D'Alena 949-724-7185
Alex Mendoza 949-724-7186
Michael Predney 949-724-7252
PSA Nikki Lovenduski 949-724-7147



Internet Resources

National Anti-Drug Media Campaign
www.theantidrug.com

National Suicide Prevention Lifeline
<http://www.suicidepreventionlifeline.org>

Nat. Clearinghouse for AOD Info.
<http://ncadi.samhsa.gov/>

National Treatment Facility Locator
<http://findtreatment.samhsa.gov>

Resources, Helplines & Hotlines

AIDS Services Foundation

949-809-5700

AlaTeen

714-748-1113

Alcoholics Anonymous

714-556-4555

American Cancer Society

949-786-7213

Asian Alcohol/Drug Counseling

714-973-8186

Center for Drug Free Communities

714-505-4692

Child Abuse Hotline

714-940-1000

Cocaine Anonymous

949-650-1011

Community Service Programs, Inc.

949-250-0488

CSP Youth Shelter

949-484-4311

Family Healing Center

949-574-9547

Hope Institute

714-432-0020

Human Options

949-854-3554

Irvine Medical Center

949-753-2105

La Familia

714-479-0120

Mariposa Women's Center

714-547-6494

Narcotics Anonymous

English: 714-776-8581
Spanish: 888-622-4372

Health Care Agency

ADEPT: 714-834-2192
TUPP: 714-541-1444

Phoenix House

714-953-9373

Pacific Neuropsychiatric Specialists

714-545-5550

Youth Crisis Hotline

800-448-4663



Get Involved

There are many opportunities for students, parents and other community members to get involved in our school and community based prevention programs, activities and events. Please visit the following websites for more information.

City of Irvine

www.cityofirvine.org

Irvine Police Department

www.irvinepd.org

Families Forward

www.families-forward.org

Irvine Prevention Coalition (IPC)

www.irvinepreventioncoalition.org

High School Youth Action Team

www.hsyat.com

IPC Underage Drinking Prevention Task Force (UDPTF)

www.target21.org

Irvine Community Drug Prevention

www.icdp.org



To learn more about Red Ribbon Week, visit www.redribboncoalition.com