

**FOR IMMEDIATE RELEASE**

October 5, 2022



**CONTACT**

Seymore D'Fair Foundation, Inc.  
[david.j@seymoresfoundation.org](mailto:david.j@seymoresfoundation.org)  
985-807-3762  
P.O. Box 8624  
Mandeville, LA 70471  
<http://www.seymoresfoundation.org>

## **SEYMORE D'FAR FOUNDATION TO PROVIDE FREE MATERIALS FOR RED RIBBON WEEK 2022**

*"Kiki's Red Ribbon Week School Celebration" available to schools and teachers at no charge*

The Seymore D'Fair Foundation will present "The World is Better with ME 100% Drug-Free!" to all elementary schools at no charge as part of the 2022 "Kiki's Red Ribbon Week School Celebration," a nationwide drug education program to be held Oct. 23-31.

Now in its fifth year, as part of National Red Ribbon Week, the Foundation is offering an all-new program for students in grades K-3, with a five-day comprehensive, turnkey curriculum and activity package. Classroom activities for the week include five 50-minute daily lessons introducing the basic premise of good and bad medicines and drugs, self-esteem, goal setting, identifying personal strengths, and a week-ending assembly on drug awareness. Since 2018, more than 5000 Louisiana students have been through Seymore's Red Ribbon Week programs.

Dara Lemoine-Johnson, retired early childhood educator and Foundation executive director, said, "Kiki's Red Ribbon Week School Celebration program is designed to be positive, engaging, and fun – critical elements necessary for students to maintain good mental health."

Red Ribbon Week is the nation's largest and oldest drug prevention campaign, with approximately 80 million people participating in Red Ribbon Week activities each year.

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

Program information on Kiki's Red Ribbon Week School Celebration and the program download are available for teachers and schools at no charge through the Seymore Foundation website, [www.seymoresfoundation.org](http://www.seymoresfoundation.org).

###

### **About the Seymore D'Fair Foundation**

Seymore's Foundation is an early childhood education advocacy group that supports learning institutions, health organizations, law enforcement, and communities to educate the preadolescent student population about the dangers of drugs, alcohol, and tobacco use. Team Seymore pursues this mission by developing and producing drug education curricula and activity-based prevention solutions targeting Kindergarten through sixth-grade student populations.