HARLINGEN POLICE DEPARTMENT

PRESS RELEASE
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HONOR ◆ COURAGE ◆ INTEGRITY

The Harlingen Police Department, in partnership with the Harlingen Consolidated Independent School District, are working together to promote Red Ribbon Week in our local schools. Red Ribbon Week is an alcohol, tobacco, other drug and violence prevention awareness campaign that runs annually in the United States in the month of October. Red Ribbon Week began after the kidnapping & murder of DEA agent Enrique "Kiki" Camarena in 1985. Camarena had been working undercover in Mexico for over four years and his efforts led to a tip that resulted in the discovery of a multimillion dollar narcotics manufacturing operation. After the murder of Kiki and others, citizens of Kiki's hometown in Calexico, California donned red ribbons in his honor. The red Ribbon became their symbol for prevention in order to reduce the demand of illegal drugs. The First National Red Ribbon Week was organized in 1988 by the National Family Partnership, chaired by Nancy Reagan. Since then, the Red Ribbon Week campaign has grown into a nationwide service effort.

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Hector Leal

Deputy Chief
Daniel Villarreal

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