

**RED RIBBON RESTAURANT INFORMATION**

CASAC is once again coordinating the local/regional activities for the National Red Ribbon Celebration. For those of you who are new to the campaign, the National Red Ribbon Celebration sponsored by the National Family Partnership (NFP) began in 1988 in response to the assassination of DEA agent Enrique Camarena by drug traffickers in Mexico in 1985. Communities across America are asked to display and wear red ribbons as a symbol of a healthy drug-free lifestyle. This year’s national media campaign theme is, “100% Me Drug Free.” Let’s show our communities that we DO have the power to stay drug-free!

**Goal:** The goal is to present a united and visible commitment toward the creation of a drug free America, to mobilize communities into action to create a drug-free environment in every neighborhood, and to create awareness, build coalitions, and support healthy, drug-free lifestyles.

**CASAC:** The Capital Area Substance Abuse Council coordinates regional activities for the Celebration. CASAC is a public/private partnership comprised of community leaders and citizens who develop and carry out strategies to reduce alcohol, tobacco, and other drug use in the 16 region listed below reaching 450,000 people.

**Restaurants:** Restaurants can participate by offering a free item or a special item created for Red Ribbon (pizza, sandwich, fries, drink, ice cream cone, etc.) to students who come into the establishment wearing a red ribbon during Red Ribbon Week just as Bart’s has done in the past. CASAC will promote the restaurants’ participation.

**What does the restaurant gain?**

- Additional business from new diners bringing their children to the restaurant.
- Publicity through the media, through school flyers, and through town notices and promotion of Red Ribbon.
- The image of a good neighbor participating in a community event to raise awareness of substance abuse prevention.
- Links to a town’s Local Prevention Council and the officials serving on the Councils, as well as, links to CASAC and its Board and membership.

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Restaurant’s Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address, City/State, Zip \_\_\_\_\_

Nominee’s Home Phone \_\_\_\_\_ Email \_\_\_\_\_

My restaurant will participate by offering:

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Please return this form to:  
CASAC  
Mirelle Freedman, Executive Director  
3 Barnard Ln., First Floor  
Bloomfield, CT 06002

For more information call:  
(860) 286.9333

**THANK YOU!**