



8/20/2024

Dear Counselors and Red Ribbon Coordinators,

It is almost time to celebrate Red Ribbon Week! This year's National Red Ribbon Week is October 23rd-31st. However, we encourage everyone to celebrate at your school on whatever week works best for your schedule. This year, we have made a few changes in order to make the Red Ribbon Leadership Program more impactful for students and their families. We are excited to begin Red Ribbon celebrations with our **Superintendents' Red Ribbon Leadership Awards Kickoff for Baldwin County at First Baptist Church Robertsdale on Monday, September 23rd, 2024 at 6:00pm.** (Flyer enclosed) At this exciting event, the Superintendents for public, private and parochial schools in Baldwin County will address students and their families and share their visions for the projects each student will be asked to complete. Students will carry out their planned Red Ribbon Week activities and community service projects from October – March. Then in the Spring, at a special End-of-the-Year Red Ribbon Celebration, all student leaders who submit project information to us will be presented with a commemorative medallion by their Superintendent in recognition of their hard work. Courtney Upton Leadership Scholarships will be awarded to outstanding 12th-grade projects in Baldwin County.

Please register your student leader on our website as soon as possible at <https://www.drugeducation.org/red-ribbon-leadership-awards>.

Please make sure to register them by September 16th in order for their name to be included in the Kickoff Event's printed program. Once you have registered your leader, please contact the student and their family to let them know about their selection and the Kickoff Event.

Each school's Red Ribbon leader should be in charge of organizing their campus Red Ribbon Week activities to support this year's theme of "We Love Our Veterans & First Responders!"

After Red Ribbon Week, we ask all chosen Student Leaders to organize and complete a community service project focused on this year's theme. Project information should be submitted to us by **4:00 P.M., Friday, March 14th, 2025**. High School seniors will be eligible for the Courtney Upton Leadership Scholarship in recognition of outstanding community service projects.

I have enclosed the Kickoff Event flyer and Community Service Project Information Sheet. This information will also be available on the Drug Education Council website. If you have any questions, please call our Baldwin County Coordinator, Mike Cook, at (251)721-1451 or contact Gail Hooper at (251) 477855 or at gail@drugeducation.org.

We are so excited to see all the wonderful things that your students will achieve this year in honor of Red Ribbon Week! Let's spread the message of prevention and continue to #BeSmartBeHealthy all year long!