



Press Release

For Immediate Release
October 27, 2014

20,000 Students to Celebrate Red Ribbon Week Oct. 27 – Oct. 31 in NISD

Oct. 27 – Oct. 31 will “kick off” another year aimed at encouraging Northwest ISD’s schools and communities to develop and support new ways to prevent youth from using illegal drugs or legal drugs, illegally.

Every Northwest campus will emphasize drug prevention and the importance of a drug-free life. A variety of activities from presentations to in-class lessons will help encourage students in the fight against drugs. In the classroom, ongoing discussion and guidance lessons will help reinforce the importance of making healthy choices. The following is a list of activities from schools around the district:

SECONDARY SCHOOLS

Northwest High School (2301 Texan Drive, Justin, TX, 76247)

Wednesday, Oct. 22 at 11AM – School Wide Goggles and Go-Karts; a simulation of what it feels and looks like to drive under the influence.

The middle school campuses will watch a video by author of Soul Surfer, Bethany Hamilton about staying drug free and reaching a natural high. This viewing will be held on Tuesday, Oct. 28.

ELEMENTARY SCHOOLS

Clara Love Elementary School (16301 Elementary Drive, Justin, TX, 76247)

Friday, Oct. 31 at 8AM students will have a Kick Stand assembly to discuss trustworthiness, which is their character choice of the day.

Roanoke Elementary School (1401 Lancelot, Roanoke, TX, 76262)

Tuesday, Oct. 28 at 6PM – Roanoke PTA hosts Lloyd Bachrach, motivational speaker will offer kids of all ages a positive message based on his own amazing struggles and success.

Sendra Ranch Elementary School (1216 Diamondback Lane, Haslet, TX, 76052)

Monday, Nov. 3 at 8AM – Dallas Mavericks “Mavs Man” will wrap up the Red Ribbon week and will discuss character with the students.

Media Note: For a complete list or more information about campus events listed above, contact Adam Bennett at 817-215-0056.

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