**MEDIA ADVISORY**Corrine Folmer, Ed.D., Superintendent
1450 Herndon, Clovis, CA 93611-0599
(559) 327-9000

**Oct. 20, 2023
For Immediate Release**Contact: Chief Communications Officer Kelly Avants, APR
Phone: 559-327-9092 Email: kellyavants@cusd.com

**Clovis Unified rallies students to say no to drugs**

Red Ribbon Week returns Oct. 23-27, and Clovis Unified School District is educating students across the district about the devastation and ever-increasing dangers of drug use with several special events including a parade, helicopter landings, and visits from a state legislator as well as a local boxing world champion.

“The dangerous, and sometimes deadly, consequences of drug use are a reality in today’s society and a threat to our students. That’s why Red Ribbon Week is such an important time for our entire community,” said Superintendent Corrine Folmer, Ed.D.

The Center for Disease Control states the number of overdose deaths involving opioids nationwide, including synthetic ones like fentanyl, was 10 times higher in 2021 than it was in 1999. In Fresno County, fentanyl is the highest cause of opioid deaths according to data from the California Department of Public Health.

Every Clovis Unified school will engage in conversations and activities to raise awareness and encourage students to make healthy lifestyle choices and say no to drugs.

Several special events highlight a week of rallies, dress-up days, and spirit contests. State Assemblyman Jim Patterson is scheduled to visit Cole Elementary and Woods Elementary. At Fugman Elementary boxing world champion Jose Ramirez will be arriving by helicopter to talk to students. The annual Weldon Elementary School Red Ribbon Week Parade will march through the streets of Old Town Clovis encouraging kids to live drug free.

***A sampling of media opportunities is below. For additional information or to confirm coverage, please contact Chief Communications Officer Kelly Avants at (559) 327-9092 or*** ***kellyavants@cusd.com******.***

**n Red Ribbon Week Helicopter Fly-In,** multiple schools

Many of our schools will have helicopter landings and visits from law enforcement to talk to students about saying no to drugs.

* 8:15 a.m., Monday, Oct. 23, Fugman Elementary, 10825 N. Cedar Ave., Fresno – World boxing champion and Fugman parent Jose Ramirez and officers from the Fresno County Sheriff’s Department will arrive via helicopter in the school field nearest to Cedar Avenue and talk to students about the benefits of a healthy, clean lifestyle.
* 8:15 a.m., Monday, Oct. 23, Nelson Elementary, 1336 W Spruce Ave., Fresno – helicopter landing and visit from law enforcement to talk with students about dangers of drugs
* 9 a.m., Thursday, Oct. 26, Red Bank Elementary, 1454 Locan Ave., Clovis – helicopter landing and visit from law enforcement to talk with students about dangers of drugs

**n State Assemblyman Visiting Students,** multiple schools

Assemblyman Jim Patterson is scheduled to visit several elementary schools, meet with students and give them certificates for pledging to say no to drugs.

* 8:30 a.m., Monday, Oct. 23, Cole Elementary, 615 W Stuart Ave., Clovis
* 9 15 a.m., Monday, Oct. 23, Woods Elementary, 700 Teague Avenue Clovis

**n Guido Martial Arts Red Ribbon Week Assembly**, multiple schools

Local martial arts instructor Mike Guido presents an engaging demonstration in the Multipurpose Room along with a message about peer pressure, living drug free and showing respect to yourself and others by making positive choices.

* 8:15 a.m. & 8:45 a.m., Monday, Oct. 23. Reagan Elementary, 3701 Ashlan Ave., Clovis
* 8:15 a.m., 8:50 a.m., 9:30 a.m. & 9:50 a.m. Thursday, Oct. 26, Sierra Vista Elementary, 510 Barstow Ave., Clovis (Part of larger assembly with CUSD and Clovis Police Officers)

**n Impairment Googles Activities**, 12:30 p.m., Tuesday, Oct. 24, Clovis East High, 2940 Leonard Ave., Clovis

Clovis East students will have “Impairment Goggle” activities happening on Tuesday at lunch, which includes students wearing goggles that simulate your vision while impaired and attempting to do various simple activities such as cup stacking and walking in a straight line.

**n Weldon Warriors Red Ribbon Week Parade**, 9-9:30 a.m., Wednesday, Oct. 25, Weldon Elementary, 150 DeWitt Ave., Clovis

All 1st-6th grade Weldon Elementary students are marching (TK-K students will sit curbside on Pollasky Avenue to view) in Old Town Clovis along with honored entries that include nearby sister school Sierra Vista Elementary cheerleaders (SV students will line the streets to view), Clovis High School Marching Band, Clark Intermediate School Band, Clovis Police Department, Clovis Fire Department, City of Clovis Trolley, Hedrick’s Chevrolet, Fresno Grizzlies mascot Parker Bear, Fuego FC Mascot Fuego El Fox and California Highway Patrol. This year’s Grand Marshall is former Weldon Warrior student and new CUSD Superintendent Corrine Folmer, Ed.D.

*Route:* Leaves school, marches east on Second Street, south on Pollasky Avenue, west on Fifth Street and north on DeWitt Avenue to return to the campus.

*Note:* Weldon Elementary held its first parade in 1989, the year the school won the National Drug Free School Award.

**n Miscellaneous**

In addition to the above, there are several other activities ranging from dress-up days and door decorating contests to law enforcement presentations and assemblies. Please contact us if you would like more information about coverage.

+++