



U.S. Department of Defense
Office of the Assistant Secretary of Defense (Public Affairs)

News Release

IMMEDIATE RELEASE

No. 1068-04
October 25, 2004

DoD Awards Anti-Drug Awareness Efforts

The Department of Defense awarded the 14th annual Secretary of Defense Community Drug Awareness awards and the 4th annual Secretary of Defense Fulcrum Shield award today during opening ceremonies of the 14th annual "Red Ribbon Week" at the Pentagon.

Winners of the Secretary of Defense Community Drug Awareness award are: Army Substance Abuse Program, Fort Stewart, Ga.; Drug Education for Youth (DEFY), Washington Naval Yard; 100% Pure Marine Program, marine Aviation Training Support Group 21, Pensacola, Fla.; Drug Demand Reduction Program, Ramstein Air Base, Germany; Wisconsin National Guard, Low Ropes Program.

The Secretary of Defense Community Drug Awareness award is presented to programs in each of the services and National Guard that exemplify the departments best efforts to promote healthy, drug-free lifestyles to our military members and civilians.

The American Cadet Alliance was this years winner of the Secretary of Defense Fulcrum Shield award. The award was created by the Office of the Deputy Assistant of Defense for Counternarcotics as a means of recognizing youth organizations affiliated with the military that have made recognizable strides in spreading the anti-drug message throughout their communities.

The Fulcrum Shield award is named in honor of the five military personnel from Fort Bliss who were killed in an airplane crash in 1999 while on a counterdrug reconnaissance mission in Colombia.

Since 1990, the Secretary of Defense has recognized Red Ribbon Week to acknowledge the department's community drug awareness efforts. Various defense-related agencies have displays on the Pentagon Concourse through Wednesday, Oct. 27, highlighting anti-drug outreach efforts in the defense community.

On the Web:

<http://www.defense.gov/Releases/Release.aspx?ReleaseID=7870>

Media contact: +1 (703) 697-5131/697-5132

Public contact:

<http://www.defense.gov/landing/comment.aspx>

or +1 (703) 428-0711 +1