**[DELETE BEFORE ISSUING] Red Cross Press Release Review Process**

* Our goal in reviewing donor press releases is **not to slow down the process** but to ensure donors are distributing accurate and consistent messaging as it relates to a specific disaster, as of release date/time.
* The Red Cross will review each completed (template) release to ensure service delivery and donation language is accurate. Typically, donors are asked to allow **at least a 24-hour turnaround time**; however, we will make every effort to **turn around requests as quickly as possible**.
* All disaster-related content can be obtained through your relationship manager and will be fact-checked during the review process.
* Requests for customized Red Cross quotes may require **additional time** for approval.

|  |  |
| --- | --- |
| **NEWS RELEASE** | Contact: [Name], [Title]  [Number] |

**[Company] Supports Red Cross Disaster Relief following [Specific Disaster]**

***Donation will power Red Cross work to prepare for and respond to disasters.***

**[City, State, Month ##], 2022** — In response to the recent [disaster type], [Company], a member of the American Red Cross [Annual Disaster Giving Program](https://www.redcross.org/donations/companies-and-foundations/adgp-disaster-responder-program.html) (ADGP), is contributing an additional $[amount] to Red Cross Disaster Relief. The donation will help the Red Cross provide food, emergency shelter, relief supplies and comfort to those affected by disasters like [disaster type] and countless other crises.

As an ADGP member, [Company’s] year-round commitment in advance of disasters helped ensure the Red Cross could mobilize and respond immediately following [specific disaster]. [Company’s] incremental donation of $[amount] provides additional, much-needed funding to help support the needs of people affected by disasters across the country.

[Insert company quote, as appropriate]

So far, the Red Cross [include 2-3 sentences about Red Cross response to specific disaster]. In the days and weeks to come, the Red Cross will work alongside our community partners and local officials to ensure people get the assistance that they need to get back on their feet.

“Thanks to [Company’s] extraordinary support, the Red Cross is able to shelter and support families impacted by disasters big and small across the country,” said Anne McKeough, chief development officer at the American Red Cross. “This generous gift — on top of [Company’s] forward-thinking commitment to our organization through the Annual Disaster Giving Program — will help us provide much-needed comfort and care to people left in need from more frequent and intense hurricanes, tornadoes, storms, worsening wildfires, home fires and other crises.”

The Red Cross responds to more than 60,000 disasters across the country every year, providing comfort and hope during what can be the worst days of people’s lives. Donations to Disaster Relief from ADGP members like [Company] enable the Red Cross to prepare communities for disasters big and small, respond whenever and wherever disasters occur and help families during the recovery process.

[OPTIONAL SUPPORT PARAGRAPH] Individuals can help people affected by disasters like [disaster type] and countless other crises by making a gift to American Red Cross Disaster Relief. Donations to Disaster Relief enable the Red Cross to prepare for, respond to and help people recover from disasters big and small. Visit [redcross.org](http://www.redcross.org), call 1-800-RED CROSS or text the word REDCROSS to 90999 to make a $10 donation.

**About [Company]**

[Insert boilerplate]

**About the American Red Cross**  
The American Red Cross shelters, feeds and provides comfort to victims of disasters; supplies about 40% of the nation's blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to deliver its mission. For more information, please visit [redcross.org](http://www.redcross.org) or [cruzrojaamericana.org](http://www.redcross.org/cruz-roja), or visit us on Twitter at [@RedCross](https://twitter.com/redcross).

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