**[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 the American Red Cross and the Disaster Responder Program.
* The Red Cross will review each completed (template) release to ensure service delivery and donation language is accurate. While we will make every effort to turn around requests as quickly as possible, we ask for **at least 72 hours** to review releases that are issued outside of episodic disasters.
* Requests for customized Red Cross quotes may require **additional time** for approval.

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

**[Company] Supports American Red Cross**

**Humanitarian Mission Through Disaster Responder Program**

***Pledge of Ongoing Support Enables Red Cross to***

***Prepare for and Respond to Disasters***

**[City, State, Month ##], 2022** — Today, the American Red Cross recognizes [Company], headquartered in [city, state], for supporting Red Cross Disaster Relief through the [Disaster Responder Program](https://www.redcross.org/donations/companies-and-foundations/adgp-disaster-responder-program.html) with an annual pledge of $250,000. By making a proactive donation, [Company] helps ensure the Red Cross is prepared to meet the needs of people affected by disasters big and small across the U.S.

Disaster Responder Program members, along with their employees and customers, pledge financial and in-kind donations in advance of disasters, powering the Red Cross with strong infrastructure, trained volunteers, innovative technology and critical resources necessary to provide relief and support to those in crisis. These donations enable the Red Cross to respond to disasters at a moment’s notice — offering a safe place to sleep, a hot meal, emotional support and resources to aid in recovery — while also helping prepare people and communities for disasters yet to come.

The Red Cross responds to more than 60,000 disasters across the country every year, providing comfort and hope to people during what can be the worst days of their lives. Large disasters like hurricanes, floods and wildfires are increasing in frequency and intensity, resulting in more displaced, vulnerable people who need support. In what has become a chronic disaster environment, donations from Disaster Responder Program members are more important than ever as they fuel Red Cross readiness and strengthen response efforts.

**“**Disaster Responder Program members like [Company] are truly extraordinary because they understand the importance of having vital resources in place before a disaster strikes,” said Anne McKeough, chief development officer at the American Red Cross. “We are extremely grateful for these forward-thinking donors who ensure we stand ready to help people in their darkest hours, whenever and wherever we’re needed most.”

[Insert company quote, as appropriate]

Donations from Disaster Responder Program members also support basic needs for families affected by home fires — which comprise the bulk of Red Cross response efforts — and help ensure the Red Cross can continue educating people nationwide about disaster preparedness so they can cope with crises in their communities when the unthinkable happens.

[OPTIONAL MEMBERS PARAGRAPH] Other members of the Disaster Responder Program include these major leading companies and organizations: [Please reach out to your relationship manager for the current partner listing]

[OPTIONAL SUPPORT PARAGRAPH] Individuals can help people affected by disasters big and small 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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