**[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] |

**In the Wake of [Specific Disaster], [Company] Donates to Red Cross**

**Disaster Relief**

***Donation helps Red Cross prepare for and respond to disasters big and small***

**[City, State, Month ##], 2025** — Inspired by the recent [disaster], [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) / [Disaster Responder Program](https://www.redcross.org/donations/companies-and-foundations/adgp-disaster-responder-program.html), is contributing an additional $[amount] to Red Cross Disaster Relief. The donation will help the Red Cross bring comfort, relief and hope to those impacted by disasters of all magnitudes, providing critical support when they need it the most.

[Company’s] annual commitment as an ADGP / Disaster Responder member helps ensure the Red Cross can mobilize at a moment’s notice, most recently responding to [specific disaster]. [Company’s] incremental donation of $[amount] provides additional funding to help meet the needs of people affected by continuous disasters across the country — including safe shelter, nutritious meals and emotional support.

[Insert company quote, as appropriate]

The Red Cross responds to more than 65,000 disasters across the country every year, helping people in need during times of crisis. Donations to Disaster Relief from ADGP/Disaster Responder 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.

“[Company’s] generosity helps ensure the Red Cross is resourced and ready act quickly to support families impacted by disasters big and small across the country — all at a moment’s notice,” said Anne McKeough, chief development officer at the American Red Cross. “As disasters like storms, hurricanes and wildfires become more frequent and intense, the Red Cross continues to count on extraordinary donors like [Company] to help deliver hope and comfort in times of great need.”

One example of this is our ongoing response to [recent disaster], 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.

[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.CruzRojaAmericana.org), or follow us on social media.

###